Sales Tracker

Splio Customer Platform

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Introduction

Splio's Sales Tracker provides resources for Splio Customers or Partners to link a campaign sent from SPRING or Forward to the associated sales, executed on the customer's side.

This documentation is specific to SPRING Contact.

The Sales Tracker is an invisible picture placed on the **final** confirmation page of payment on your website. The picture, which has neither width nor height, is connected to Splio's tracking server.

You only need to set-up two parameters to make it work: your universe's name and purchase amount as shown in the example below.

There is no action to be made on Splio's side, you can start using this feature right away. For assistance, please contact your account manager.

Glossary

URL: United Resource Locator

SSL: Secured Socket Layer

Process description

How does it work?

When your recipient clicks on a link in the newsletter, we add cookies to its local Internet client. The cookies contain the following information:
- ID of the customer without any personal information
- Campaign ID of the newsletter clicked
- URL ID of the link clicked

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When the purchase is made, the tracker registers the total value of the basket provided into the https request and matches it with the email address, campaign ID and URL ID.

The campaign's turnover is then available and displayed within SPRING.

Statistics available with the tracker:

Once the tracker is activated, the following statistics will be available on your SPRING account:
- Total purchases by campaign
- Total value (turnover) by campaign
- Total purchases by user
- Total value (turnover) by user
- Turnover generated per link *

You will also be able to segment users with the total purchases amount. *

Only available to campaigns sent from SPRING (not FORWARD).

Access

The request to post is:
https://**s3s.fr**/sales.php?universe=myuniverse&amount=PurchaseAmount
Example

https://s3s.fr/sales.php?universe=myuniverse&amount=10000.00&id=123456acdef

Please liaise with your Contact at Splio for the most appropriate value for your context.

Parameters' description:

Parameter	Possible input	Description

universe=	Name of your Splio UNIVERSE	Your Splio UNIVERSE is the name of your SPRING account.
amount=	Purchase value	Total purchase value. The amount value string must not contain any currency symbol nor space. The decimal separator can be a dot or a comma.
id=	Unique transaction ID	A unique transaction ID has to be provided in order to avoid double posting of the same purchase transaction (in case the buyer refreshes the purchase confirmation page).

Implementation on the Customer's side

The sales tracker is an invisible picture placed on the **final** confirmation page of payment on your website. The picture, which has no width and no height is referring to Splio's tracking URL.

Basic set up

You only need to set-up two parameters to make it work: universe and purchase amount as shown in the example above.

Example:

The example above will:

- add 10000.00 to the campaign growth revenue.
- add 10000.00 to the customer's database value
- add 1 transaction to the campaign's total transactions
- add 1 transaction to the customer's transactions sum
- create a separate entry for the sales tracker call

Note: the last link used within the Campaign Newsletter is kept for tracing.

Splio's Sales Tracker is operating in silent mode, and hence, does not return any status code. Only the image is returned.

Authentication

All requests have to use the https protocol.

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Splio is a SaaS marketing software company specialized in Retail. Our SaaS Customer Experience Platform ties together all essential components to implement a digital customer hub orchestrating processes of realtime omnichannel strategies. Building on 15 years of vision, partnerships and understanding of the needs of 500+ global and local retailers, Splio has developed a unique intuitive platform that allows marketers to unleash their strategy and aligns all departments of a company ensuring a consistent customer centric approach.

Splio has offices in Paris, Barcelona, Milan, Beijing, Shanghai, Warsaw and São Paulo.

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