

Adform – Implementation of Redirect Tracking Code



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Introduction

Redirect points can be used to track a link from e.g. a flash file to another site or a PDF file. In some cases CMS systems does not allow inserting 3rd party html/javascript code (Adform standard tracking codes) and by using redirect tracking url's, the pages can still be tracked.

Implementation

If you need to use the tracking code on a link that redirects (i.e. to another website), or if after the click the page content reloads on the same window, use the **redirect type** of tracking code. Where the \$campaign ID is the one provided in the initial tracking code as 'pm' and <www.your_destination_page.com> is encoded destination URL with full path to it.

```
https://track.adform.net/Serving/TrackPoint/?pm=$campaignid&ADFPageName=<WebsiteName>|<SectionName>|<PageName>&ADFdivider=|&rdi=<www.your_destination_page.com>
```

Note: if the destination URL/Link contains characters "&" or "?", then these characters need to be URL encoded/escaped using the following scheme:

& → %26

? → %3F

Example usage

Original link:

```
<a href="https://www.mypartnerspage.com?sample&source">Redirect link</a>
```

Modified link:

```
<a href="https://track.adform.net/Serving/TrackPoint/?pm=$campaignid&ADFPageName=Eshop.com|My_parters_page&ADFdivider=|&rdi=https://www.mypartnerspage.com%3Fsample%26source">Click here for redirect</a>
```

Info: If you have any questions regarding the tracking setup, contact site-tracking@adform.com.