Awin Tracking Policy

Awin's Tracking Policy consists of seven core elements:

| Journey Tag / Advertiser MasterTag | Conversion Tag | Server to Server (S2S) or Conversion API | Fall-back Conversion Pixel | Consent Signals * | App Tracking ** | Product Level Tracking *** |

* Strongly Recommended   ** Transactional Apps Only   *** Optional

All mandatory elements of Awin's Tracking Policy must be implemented. This is imperative to accurately track affiliate sales when cookie blockers and tracking prevention mechanisms are becoming more prevalent in the industry to ensure the true value of the channel is recognised and that publishers are fairly rewarded for the performance they deliver.

Element	Placement	Description	Dependency
Journey Tag / Advertiser MasterTag *also referred to as MasterTag or Dwin1 Tag*	All pages (see 6)	JavaScript library which contains all functions required for the tracking solution	Mandatory
Conversion Tag *also referred to as Tracking Code or Tracking Tag*	Confirmation page (see 6)	JavaScript declaration which instructs the MasterTag a conversion has taken place	Mandatory
Server to Server (S2S) or Conversion API	Server side	Browser-independent tracking method	Mandatory
Fall-back Conversion Pixel *also referred to as Image Pixel*	Confirmation page	Alternative tracking method	Mandatory
App Tracking	In app event(s) In-app purchase: Mandatory App Install: Optional	Requires integration of preferred Mobile Measurement Partner's SDK or custom Server-Side install	Mandatory
Consent Signals	All Pages (see 6)	To ensure Cashback, Loyalty and Voucher code activity can be accurately tracked, Consent Signals should form part of the Awin integration	Strongly Recommended
Product Level Tracking	Confirmation page	Allows the advertiser to utilise reporting down to each individually purchased product	Optional

1	The MasterTag, Conversion Tag and Fall-back Conversion Pixel must be placed on all confirmation pages (see 6) where a commissionable action takes place (for example across desktop, mobile, and all other devices).
2	For any transactional mobile apps, correct SDK and Awin post back event configuration is mandatory for all Participating Publishers; please inform Awin of your preferred Mobile Measurement Partner (or alternatively if you are using a custom Server to Server install). If these options are not implemented, fallback tracking must be used to keep mobile traffic on site.
3	The MasterTag must be placed on all pages (see 6) in order for Awin to track through first-party cookies (many third-party cookies are now blocked by certain browsers), to track cross device transactions and to enable ad-blocking circumvention features of Awin tracking.
4	Features to promote voucher code or discount code tracking (where applicable) are mandatory components of Awin's tracking capabilities. If an advertiser accepts voucher codes or discount codes presented by purchasers, the advertiser must pass the discount codes used in those transactions to Awin in our Conversion Tag.
5	The Conversion Tag and Fall-back Conversion Pixel must be fired on all confirmation pages (see 6) either unconditionally or using channel parameters. The Awin tracking code must be fired if no marketing channel has been assigned for Awin to identify any transaction originated through affiliate touch points or through more advanced tracking technologies. This is to allow influencer activity to be accurately tracked and rewarded. Without unconditional firing, influencer activity can only be seen where the action was tracked to another affiliate partner, and not to another channel. The same also applies to cross-device tracking and voucher tracking.
6	The MasterTag should be integrated on all pages except those which display or process payment information.
7	Server to Server (S2S) tracking must be fired on all confirmation pages from server side to guarantee highest tracking quality and support browser-independent tracking.
8	Awin recommends that clients take full advantage of the Custom Parameter options available within the Conversion Tag to pass back all other relevant data captured at the confirmation page. Guides can be provided detailing recommended parameters based on the sector the advertiser operates within.
9	Awin will support the integration by running a full testing programme once the MasterTag, Conversion Tag and Fall-back Conversion Pixel have all been integrated.
10	Once live, HTTP requests and all JavaScript tracking provided by Awin should be maintained so that it can be loaded by the browser and executed successfully. The data required by Awin in the Conversion Tag should remain consistent and as originally advised during programme testing. If there are any planned changes to on site data layers or systems that provide this data, Awin must be notified as soon as reasonably practicable.
11	Once live, if the name of a Commission Group is to be changed, the client must inform Awin at least 48 hours before to enable the renaming of the group within the Awin Interface and ensure commissions are accurately allocated. If no notice is given and Awin is not notified to update the commission group name, the client will be liable to pay commissions (and if relevant, Awin fees) at the default rate set for the programme.
12	Once live, the MasterTag, Conversion Tag and Fall-back Conversion Pixel code must be kept live at all times, and if removed either in error or for planned maintenance with less than 48 hours' notice, compensation must be paid.
13	Linking of programmes across different markets/ territory programmes to track sales across different URLs is mandatory.