

Bonus 1 - The Affiliate Tracking Blueprint

Step-By-Step Campaign Tracking Setup Guide

How To Set Up, Organize, Track, Optimize, and Scale Profitable Affiliate Campaigns Using WP Conversion Tracker

Introduction

Why Most Affiliate Campaigns Fail (Even With Good Traffic)

Most affiliate marketers think they have a traffic problem.

Usually... they have a tracking problem.

They run ads. Send emails. Publish content. Promote offers. Spend money. Get clicks.

But they never truly know:

- Which traffic source generated profit
- Which campaign lost money
- Which links converted best
- Which devices buy more often
- Which countries convert highest
- Which email timing works best
- Which landing page variation actually wins

Without tracking, marketing becomes guessing.

And guessing destroys profits.

This guide is designed to eliminate confusion and give you a practical blueprint for:

- Building a clean tracking system
- Organizing campaigns correctly
- Understanding attribution
- Reading conversion data
- Scaling winners confidently

By the end of this guide, you'll know exactly how professional affiliate marketers structure profitable tracking systems.

SECTION 1

Understanding The Core Tracking System

Before setting anything up, you need to understand what the tracking process actually looks like.

Here's the simplified flow:

Traffic Source → Tracking Link → Landing Page → Offer → Conversion → Revenue Data

Example:

Facebook Ad → WCT Tracking Link → Presell Page → JVZoo Offer → Sale → Profit Recorded

Your tracking link acts like the “bridge” between traffic and results.

Without that bridge:

- You see clicks
- But not outcomes

With tracking:

- You see clicks
- Leads
- Sales
- Revenue
- Devices
- Countries
- Referrers
- Conversion times
- ROI patterns

That's where optimization begins.

SECTION 2

Installing WP Conversion Tracker Correctly

Step 1 — Install The Plugin

Inside WordPress:

Plugins → Add New → Upload Plugin

Upload:

- WP Conversion Tracker
- Any included add-ons

Then:

- Activate plugin
 - Enter your license
 - Enable updates
-

Step 2 — Configure Basic Settings

Go to:

WP Conversion Tracker → Settings

Recommended settings:

Setting	Recommended
Attribution Model	Last Click
Cookie Duration	30 Days
Cross-Domain Tracking	Enabled
IP Blocking	Enable your own IP
Revenue Tracking	Enabled
Conversion Tracking	Both Lead + Sale

Why Last Click Is Recommended For Beginners

Last Click attribution is simpler.

It credits the MOST RECENT click before the sale.

Example:

- User clicks Facebook ad Monday
- Clicks email link Wednesday
- Purchases Thursday

Last Click = Email gets credit.

This is easier for beginners to understand and optimize.

SECTION 3

Creating Your First Tracking Campaign

Example Campaign Setup

Let's say you're promoting:
A WarriorPlus affiliate product.

Your campaign stack:

Traffic:

- YouTube
- Facebook Ads
- Email List

Destination:

- Presell page

Offer:

- WarriorPlus sales page
-

Step 1 — Create A Tracking Link

Go to:

WCT → Add New Link

Example:

Field	Example
Link Name	AI Writing Tool Promo
Slug	ai-writer
Destination URL	https://exampleoffer.com
Public	No
Attribution	Last Click

Generated URL:

yourdomain.com/ai-writer/

Step 2 — Organize Links Properly

Most affiliates create chaos.

Professionals create systems.

Use naming conventions like this:

Traffic Source	Link Name
FB Ads	fb-aiwriter-cold
Email	email-aiwriter
YouTube	yt-aiwriter-review
Blog	blog-aiwriter

This instantly tells you:

- Where traffic came from
 - Which campaign generated clicks
 - Which source produced sales
-

Recommended Folder Structure

Organize campaigns by:

- Offer
- Traffic source
- Funnel type
- Date launched

Example:



Organization saves hours later.

SECTION 4

Tracking Conversions Properly

This is where beginners usually get lost.

But it's actually simple.

There are FOUR main conversion methods.

Method 1 — JavaScript Pixel Tracking (Recommended)

Use this when:

- You control the thank-you page
- You own the website

Install this on the confirmation page:

```
<script>  
wctSale(47);  
</script>
```

This records:

- A sale
 - Revenue amount
 - Traffic source
 - Attribution data
-

Lead Tracking Example

For opt-ins:

```
<script>  
wctLead();  
</script>
```

Perfect for:

- Lead magnets
 - Webinar registrations
 - Email opt-ins
-

Method 2 — Image Pixel Tracking

Best for:

- Simple installs
- Same-domain tracking

Example:

```

```

Simple but less flexible.

Method 3 — Postback URLs (Advanced + Powerful)

Best for:

- WarriorPlus
- JVZoo
- ClickBank
- ThriveCart
- Stripe

This method sends conversion data directly server-to-server.

Most accurate method available.

Example Workflow

1. Visitor clicks tracking link
2. Visitor lands on offer
3. Visitor purchases
4. Platform sends webhook/postback
5. WCT records:
 - Sale amount
 - Product
 - Customer
 - Traffic source
 - Link attribution

Fully automated.

SECTION 5

Cross-Domain Tracking Explained

This is where most trackers fail.

Modern browsers block third-party cookies.

WCT solves this using:

- URL parameters
 - localStorage
-

Example

User clicks:

`yourdomain.com/ai-writer/`

They get redirected to:

`vendoroffer.com/?wct_click_id=123`

That ID stays attached through the purchase process.

Result:

Even if checkout happens elsewhere...

your conversion still tracks correctly.

SECTION 6

Understanding Attribution Models

This is CRITICAL.

Attribution determines which traffic source gets credit.

First Click Attribution

Credits the ORIGINAL source.

Example:

- User discovers you via YouTube

- Later buys from email

YouTube gets credit.

Best for:

- Long-term branding analysis
 - Content marketing
-

Last Click Attribution

Credits the FINAL click before purchase.

Example:

- User discovers via YouTube
- Buys from email

Email gets credit.

Best for:

- Direct-response marketing
 - Paid ads
 - Simpler optimization
-

Recommended Strategy

Campaign Type	Best Attribution
Paid Ads	Last Click
SEO	First Click
YouTube	First Click
Email Marketing	Last Click
Retargeting	Last Click

SECTION 7

Reading Your Dashboard Like A Professional

Tracking data is useless unless you know what matters.

Focus on THESE metrics first:

Metric #1 — Revenue Per Click (RPC)

Formula:

Revenue ÷ Clicks

Example:

- \$200 revenue
- 100 clicks

RPC = \$2

This tells you:

“How much is every visitor worth?”

Metric #2 — Conversion Rate

Formula:

Sales ÷ Clicks × 100

Example:

- 5 sales
- 100 clicks

Conversion Rate = 5%

Metric #3 — Earnings Per Lead

Formula:

Revenue ÷ Leads

Helps optimize lead funnels.

Metric #4 — Device Breakdown

You may discover:

- Desktop converts 3X better
- Mobile gets more clicks

That changes:

- Landing page design
 - Ad creative
 - CTA placement
-

Metric #5 — Hourly Heatmaps

One of the most powerful hidden features.

You may discover:

- 3 PM emails convert best
- 10 PM traffic never buys

This changes:

- Email timing
 - Ad scheduling
 - Launch timing
-

SECTION 8

Split Testing Blueprint

Most marketers never test properly.

They change too many variables at once.

Correct A/B Testing Process

Test ONE variable at a time.

Good tests:

- Headline
- CTA button
- Hero image
- Email subject line
- Page layout

- Offer positioning

Bad tests:

- Entire funnel redesigns
-

Example Split Test

Version A:

“Track Every Click”

Version B:

“Stop Losing Money On Blind Campaigns”

Run traffic:

- 50/50 split
- Minimum 100 clicks each

Winner:

Higher revenue per visitor.

Winning Split Test Rule

DO NOT judge winners based only on clicks.

Judge using:

- Revenue
- Leads
- EPC
- ROI

A page with fewer clicks can produce more buyers.

SECTION 9

Link Rotation Strategies

WCT includes 3 rotation methods.

Here’s how professionals use them.

Round Robin

Traffic rotates evenly.

Example:

- Offer A
- Offer B
- Offer C

Best for:

- Equal testing
-

Weighted Rotation

Distribute traffic by percentages.

Example:

- Offer A = 70%
- Offer B = 30%

Best for:

- Scaling proven winners
-

Fulfill Mode

Traffic goes to:

- Offer A until cap reached
- Then Offer B

Best for:

- Limited promotions
 - Bonus campaigns
 - Traffic caps
-

SECTION 10

Common Tracking Mistakes (And How To Avoid Them)

Mistake #1 — Tracking Too Many Variables

Fix:

Track one major change at a time.

Mistake #2 — Ignoring Revenue Data

Clicks mean nothing without profit.

Always optimize:

- Revenue
- ROI
- EPC

NOT vanity metrics.

Mistake #3 — Bad Naming Systems

Fix:

Use structured naming conventions.

BAD:

link1

GOOD:

fb-aiwriter-vs11

Mistake #4 — Not Blocking Your Own IP

Your test clicks distort data.

Always:

- Block your IP

- Filter internal traffic
-

Mistake #5 — Killing Campaigns Too Early

Small data lies.

Wait for:

- Enough clicks
- Enough impressions
- Enough conversions

Before making decisions.

SECTION 11

The 7-Day Optimization Routine

Here's a simple weekly workflow.

Daily (5 Minutes)

Check:

- Revenue
 - Conversion spikes
 - Broken links
 - Top-performing traffic
-

Every 3 Days

Review:

- Device breakdown
- Country performance
- Heatmaps
- Referrers

Weekly

Optimize:

- Losing campaigns
- Weak pages
- Poor CTR ads
- Underperforming traffic

Scale:

- Winning traffic
 - Winning offers
 - Winning devices
 - Winning countries
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SECTION 12

Advanced Scaling Strategy

Once data becomes consistent:

Duplicate winners.

DO NOT reinvent campaigns.

Scale by:

- Increasing traffic
- Expanding platforms
- Translating offers
- Cloning winning funnels

Tracking reveals patterns.

Patterns create profit.

Final Thoughts

The Real Secret Behind Profitable Affiliate Campaigns

The best marketers are not smarter.

They simply:

- Track better
- Read data better
- Optimize faster
- Kill losers earlier
- Scale winners harder

That's the advantage.

WP Conversion Tracker gives you:

- Visibility
- Clarity
- Attribution
- Optimization power

Use it consistently and your marketing decisions stop becoming emotional.

They become mathematical.

And that's when campaigns become scalable.