

Parallel Tracking Solution

ShareASale is pleased to announce that we've developed a solution to provide ITP compliant tracking for affiliates running Adwords campaigns monetized with ShareASale affiliate links.

Prepared By
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ITP Compliant Solution

ShareASale is pleased to announce that we've developed a solution to provide ITP compliant tracking for affiliates running Adwords campaigns monetized with ShareASale affiliate links. Our futureproof solution will prevent any affiliate conversion loss from the Google Adwords Parallel Tracking update, which no longer allows ad network tracking URLs to control the customer's ultimate landing page.

Adopting our solution will also ensure stable conversion rates for your program in the face of future browser changes.

Google Adword's Parallel Tracking schema uses the Final URL as the ultimate landing page for the customer, preventing tracking link URLs from passing click ID or affiliate information to merchant's websites, which is a more secure form of tracking. For more information on Parallel Tracking, [click here](#) to view Google's Adwords support documentation.

ShareASale's solution maintains tracking by associating Google's Click ID value gclid to our native Click ID values. This additional piece of information allows ShareASale to attribute a sales transaction or conversion based on both our standard tracking methodology and by using Google's Click IDs.

To apply this solution on your own Adwords campaigns, make these two adjustments:

1. Add the following query string parameter to the Final URL value in an Ad:

`sscid={gclid}`

eg.

`https://www.merchantdomain.com/?sscid={gclid}`

`{gclid}` is a Google macro that returns their click ID. Effecting this change passes Google's click ID values to the merchant, who stores these values and communicates them back to ShareASale upon conversion.

2. Add the following query string parameters to the Tracking template value in an ad:

`xrdm=1&gclid={gclid}`

eg,

`https://shareasale.com/r.cfm?b=XXXX&u=YYYY&m=ZZZZ&xrdm=1&gclid={gclid}`

(where XXXX, YYYY, and ZZZZ are replaced with real tracking URL values).

the `xrdm=1` parameter sends a redirect message to Google and `gclid={gclid}` passes Google's Click ID to ShareASale. This allows us to map Google's Click ID for that user to a ShareASale Click ID value, allowing ShareASale to use these values to run tracking and attribution.

Here's a sample ad group using these values:

The image shows a screenshot of the Google Ads 'Edit text ad' interface. On the left, the configuration fields are visible:

- Final URL:** `https://www.merchantdomain.com/?sscid={gclid}`
- Headline 1:** ShareASale Parallel Tracking Test
- Headline 2:** ShareASale Parallel Tracking Test (33 / 30)
- Headline 3:** ShareASale Parallel Tracking Test (33 / 30)
- Display path:** `www.merchantdomain.com / Path 1 / Path 2`
- Description 1:** Text (0 / 15)
- Description 2:** Text (4 / 90)
- Ad URL options:** Tracking template `https://sharesale.com/t.cfm?b=XXXX&u=YYYY&m=ZZZZ&xrdm=1&gclid={gclid}`
- Final URL suffix:** Example: `param1=value1¶m2=value2`
- Custom parameter:** (empty)

On the right, a mobile preview shows the ad as it would appear on a smartphone. The ad text is:

ShareASale Parallel Tracking Test | ShareASale
Parallel Tracking Test
www.merchantdomain.com
Text. Text

Below the preview, a note states: "Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)"

These changes allow our affiliate links served through Adwords access to ShareASale's modern, robust tracking infrastructure. Adopting our solution will also ensure stable conversion rates for your program in the face of future browser changes.

Don't delay! If you have any questions or to receive individual instructions on how to update your tracking, [please contact our Client Success team.](#)

