Version 2.17
FEATURE GUIDE

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Version 2.17 Update List

Primary Features:

- Full Mobile Detection and Stats, including Mobile Carriers and Automatic Updates of Detection Databases every 2 weeks or less.

  Over 30 Mobile Data Points available…
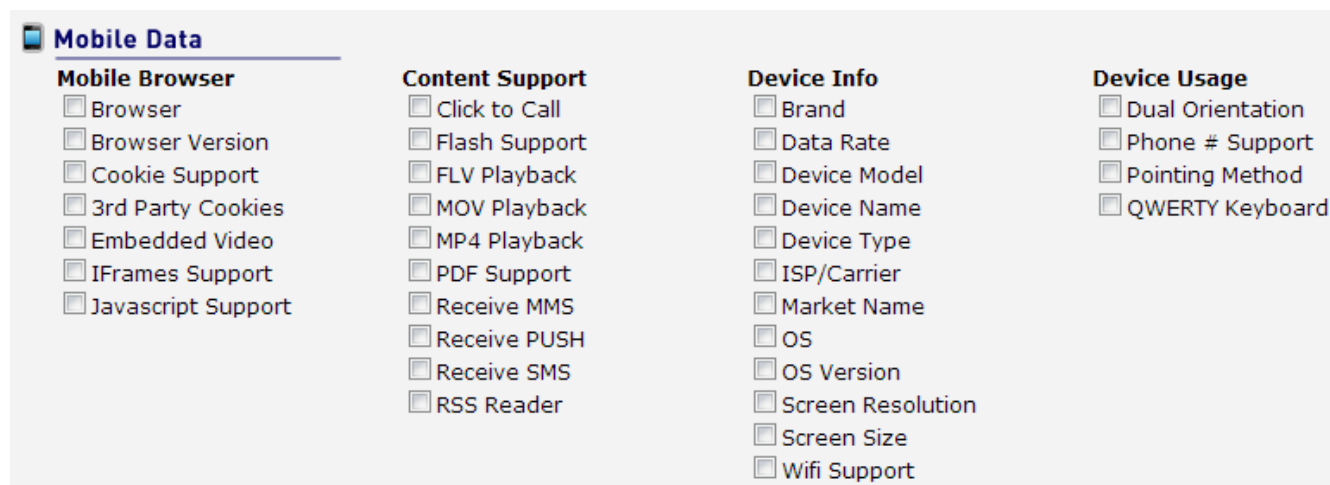
- Mobile Audience Stats…Quickly View a Breakdown of your Mobile Visitors to identify top performing Brands, Carriers, Devices, Data Rates and Specific Features Based on the Visitors Device.
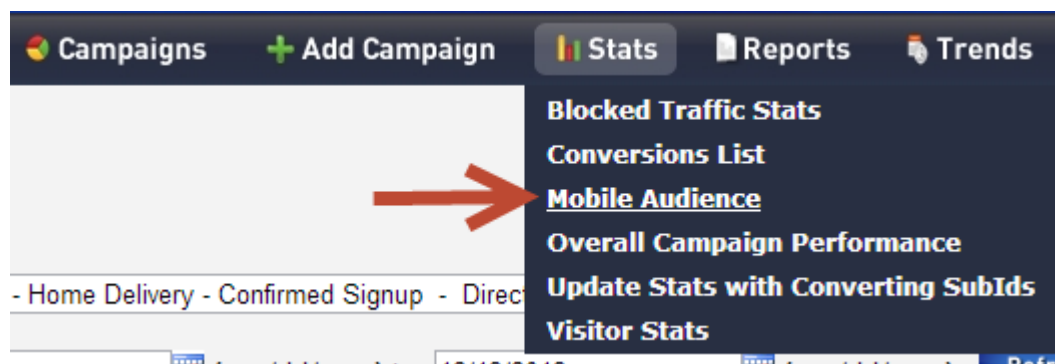
- If/Then Redirects to redirect visitors based on multiple conditions using over 30 data options. Send visitors to a Specific Page, Offer, URL or Campaign.

"IF" - select redirect conditions

ISP/Carrier
Continent
Country
State/Region
City
Browser
Browser Version
Click To Call
Cookie Support
Data Rate
Device Brand
Device Model
Device OS
OS Version
Dual Orientation
Embedded Video
Flash Support
FLV Playback
IFrames Support
ISP/Carrier
JavaScript Support

is [ ] Select
is [ ] Select
is [ ] Select
is [ ] Select
is [ ] Select
is [ ] Select
is [ ] Select
is [ ] Select

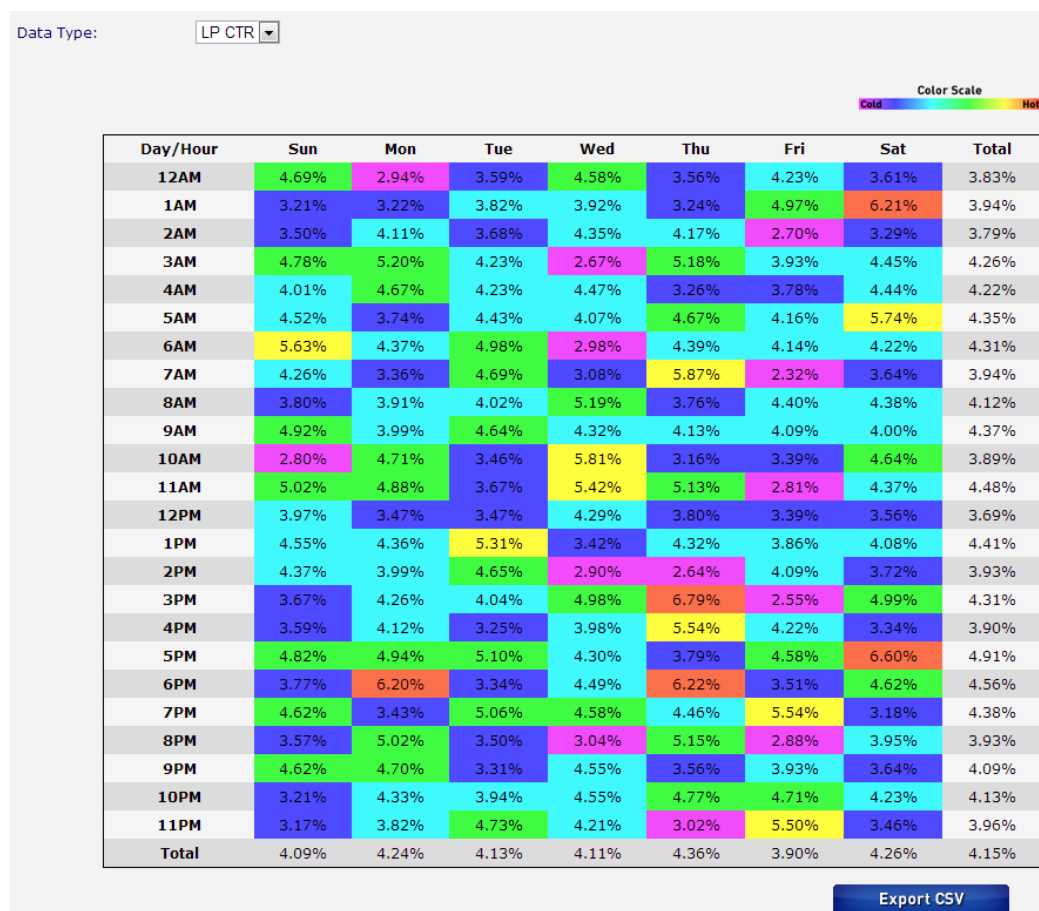**"THEN" - select redirect destination**

Redirect to LP:
Page A

Redirect to Offer:
Rotate Active Offers

Redirect to URL:
[ ]

- Trends Heatmap Views to quickly identify top performing times of day by CTR, CR, ROI, Subscriber Rate, etc.

Data Type: LP CTR

Color Scale
Cold — Hot

Day/Hour	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
12AM	4.69%	2.94%	3.59%	4.58%	3.56%	4.23%	3.61%	3.83%
1AM	3.21%	3.22%	3.82%	3.92%	3.24%	4.97%	6.21%	3.94%
2AM	3.50%	4.11%	3.68%	4.35%	4.17%	2.70%	3.29%	3.79%
3AM	4.78%	5.20%	4.23%	2.67%	5.18%	3.93%	4.45%	4.26%
4AM	4.01%	4.67%	4.23%	4.47%	3.26%	3.78%	4.44%	4.22%
5AM	4.52%	3.74%	4.43%	4.07%	4.67%	4.16%	5.74%	4.35%
6AM	5.63%	4.37%	4.98%	2.98%	4.39%	4.14%	4.22%	4.31%
7AM	4.26%	3.36%	4.69%	3.08%	5.87%	2.32%	3.64%	3.94%
8AM	3.80%	3.91%	4.02%	5.19%	3.76%	4.40%	4.38%	4.12%
9AM	4.92%	3.99%	4.64%	4.32%	4.13%	4.09%	4.00%	4.37%
10AM	2.80%	4.71%	3.46%	5.81%	3.16%	3.39%	4.64%	3.89%
11AM	5.02%	4.88%	3.67%	5.42%	5.13%	2.81%	4.37%	4.48%
12PM	3.97%	3.47%	3.47%	4.29%	3.80%	3.39%	3.56%	3.69%
1PM	4.55%	4.36%	5.31%	3.42%	4.32%	3.86%	4.08%	4.41%
2PM	4.37%	3.99%	4.65%	2.90%	2.64%	4.09%	3.72%	3.93%
3PM	3.67%	4.26%	4.04%	4.98%	6.79%	2.55%	4.99%	4.31%
4PM	3.59%	4.12%	3.25%	3.98%	5.54%	4.22%	3.34%	3.90%
5PM	4.82%	4.94%	5.10%	4.30%	3.79%	4.58%	6.60%	4.91%
6PM	3.77%	6.20%	3.34%	4.49%	6.22%	3.51%	4.62%	4.56%
7PM	4.62%	3.43%	5.06%	4.58%	4.46%	5.54%	3.18%	4.38%
8PM	3.57%	5.02%	3.50%	3.04%	5.15%	2.88%	3.95%	3.93%
9PM	4.62%	4.70%	3.31%	4.55%	3.56%	3.93%	3.64%	4.09%
10PM	3.21%	4.33%	3.94%	4.55%	4.77%	4.71%	4.23%	4.13%
11PM	3.17%	3.82%	4.73%	4.21%	3.02%	5.50%	3.46%	3.96%
Total	4.09%	4.24%	4.13%	4.11%	4.36%	3.90%	4.26%	4.15%

Export CSV

- Quick-Stat Views feature for Target Performance Stats allows you to quickly change you Target Performance stats by specific data points.
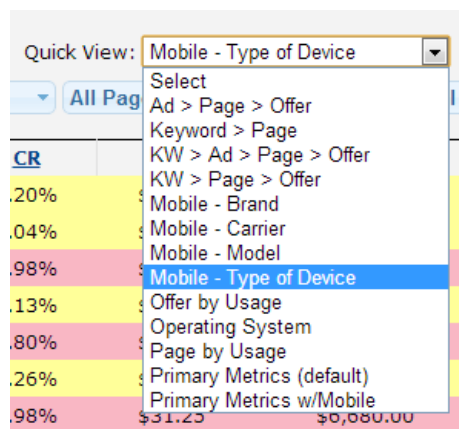
Navigate to Settings → Quick-Stat Views to Create and Save your own custom views…you can also drag and drop the column order for each custom view to display the information exactly as you wish.

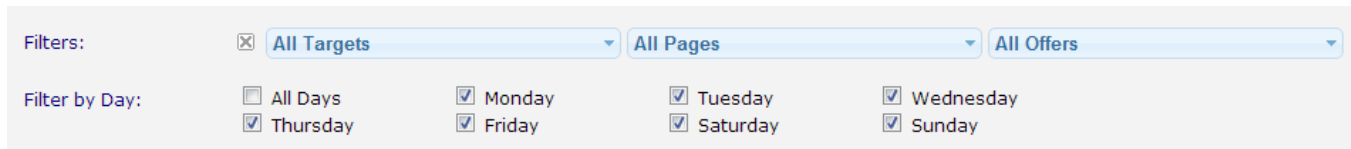- Trends - Ability to Filter by Target, Page, Offer and by specific days of the week

| Filters: | ☒ | All Targets | ▼ | All Pages | ▼ | All Offers | ▼ |

| Filter by Day: | ☐ All Days | ☑ Monday | ☑ Tuesday | ☑ Wednesday |
| | ☑ Thursday | ☑ Friday | ☑ Saturday | ☑ Sunday |
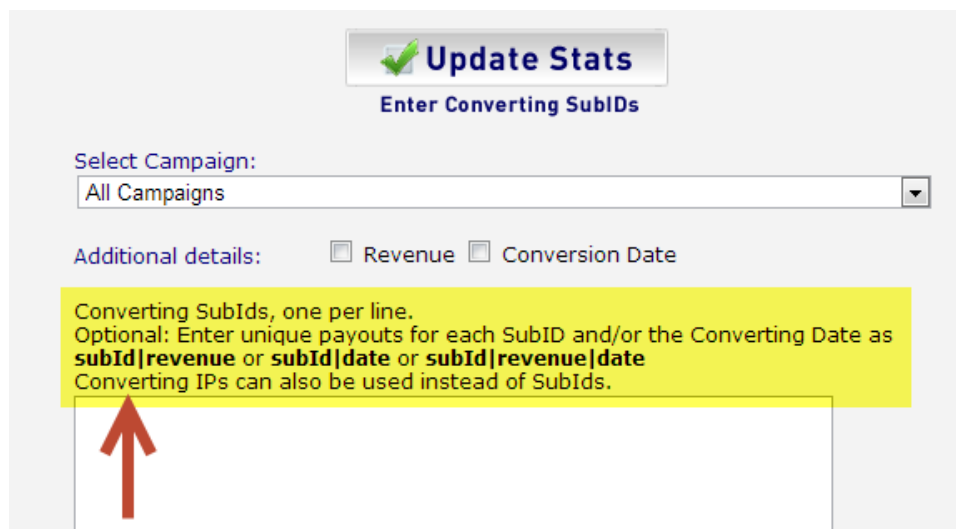
- Record Desktop/Laptop Users Operating Systems, Browser and Versions

- True-Cache to enhanced Volume Capabilities, Increase Responsiveness of User Interface.

Improvements:

- Option to upload conversion date in the Update SubIDs page

- Improved feature to Remove false conversions from database
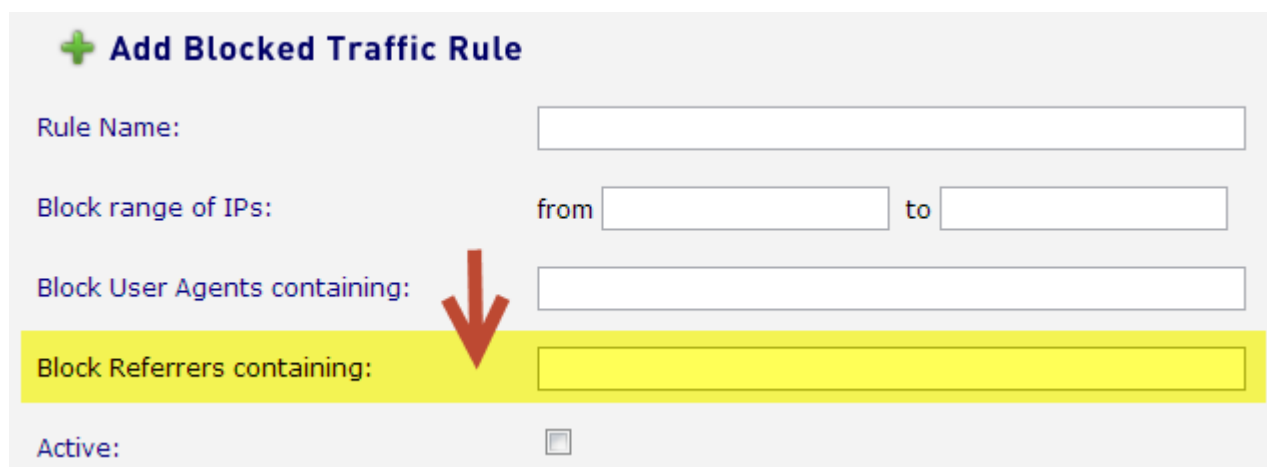
- Remove clicks based on Extra Token values and SubID / ClickID
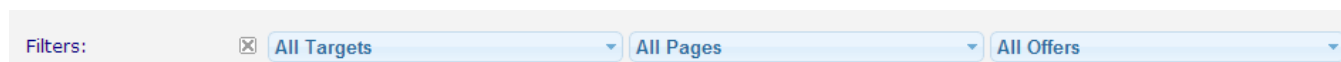
- Ability to block traffic containing a specific text in the referrer
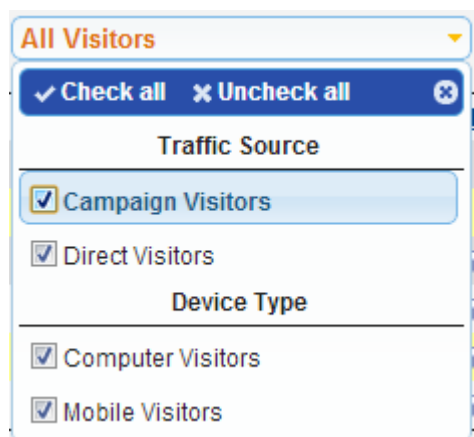
Interface:

- Multi-Select Controls Added to Show/Hide Dropdown Menu on All Pages

- Ability to filter by Visitor Type, Target, Page and Offer in Stats

- Drag-and-Drop Re-Ordering and Re-Sizing of Columns in Stats Tables

- Export/Import Options to Move and Share Settings for...Alert and Optimization Profiles, Traffic Sources and Affiliate Networks.

- Display only a fixed number of characters in columns with URL Data. (Ex. Referrer URL) Customizable in Settings

- Conversions List page…added options to Show/Hide columns and add extra tokens
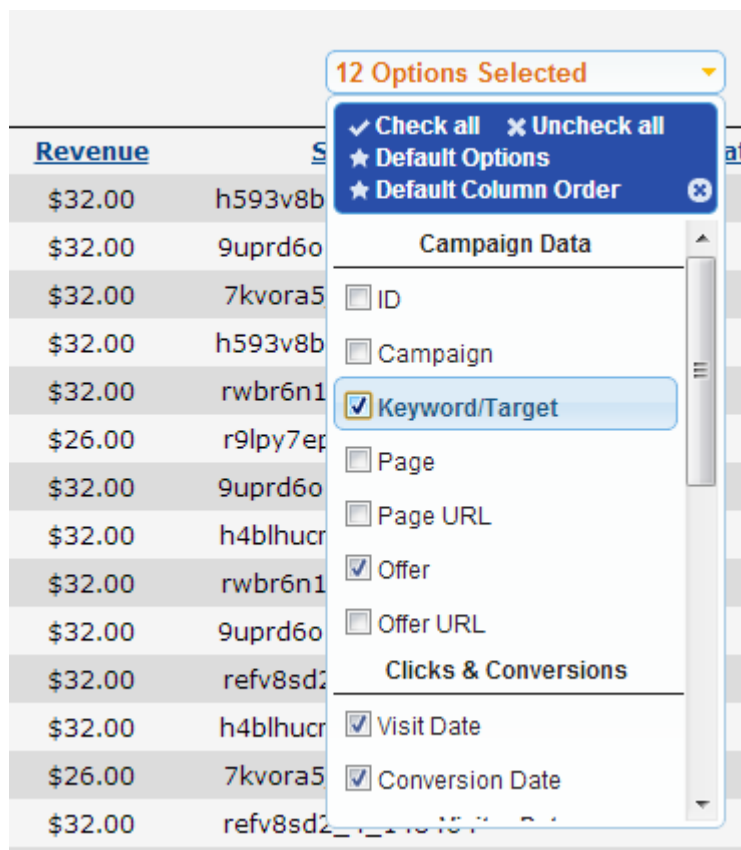
- Added Visit Date/Time and Visit to Conversion Duration columns in Conversions List page

Visit Date	Conversion Date ⬆	Conversion Duration	Keyword/Target
12/11/2013 6:27 AM	12/11/2013 6:28 AM	1 min 0 sec	home healthcare supply
12/11/2013 6:11 AM	12/11/2013 6:13 AM	1 min 34 sec	home medical supply
12/11/2013 6:09 AM	12/11/2013 6:10 AM	34 sec	medical supplies online

- Avg. Visit to Conversion Duration column in Offer Performance Stats
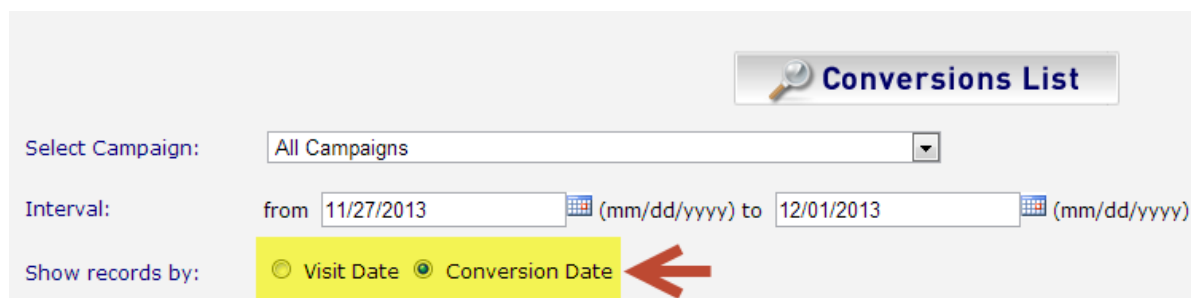
Offer Performance

ID	Offer	Avg. Conversion Duration	Visitors
13	Signup - No AutoShip	2 min 56 sec	1,043
12	Signup - Free Monitor	2 min 58 sec	647

- Added ability to see older visitors in Visitors Stats - control to choose the interval

- Option to view records by Visit Date in the Conversions List page

Functions:

- Greatly expanded features to Pass and Post Data to & from CPV Lab. See below for details info…"Passing and Posting Data"
    - Allow keyword to be passed in the additional pixel URLs
    - Option to pass mobile details to LP
    - Allow wildcards in offer URLs for Extra Tokens: {!token1!}, {!token2!}… {!adtoken!}

- Option to define a template campaign with the {!campid!} wildcard in URLs and clone for new campaigns
    See below for detailed info…"Templating Campaigns"

- Custom pixel page for Affiliate Window

- Ability to fire the tracking pixel from JavaScript (script version of the pixel)

- Option to register referrers without query string (default) and with query strings

- Allow selecting the request method to use for 3rd party pixels

- Ability to read IP from different HTTP header, with configurable setting - for servers with reverse proxy

- Option to change the Campaign Key

- Ability to redirect to a specific path with the redirect profiles

- Ability to define "is not" redirect conditions

- Wildcards in the LP URL for the Geo metrics: {!mm_continent!}, {!mm_country!}, {!mm_state!}, {!mm_city!}

- Redirect conditions based on the user agent

- Option to copy redirect profiles from one campaign to other campaign

- Option to register conversions only from statuses that represent a sale in Clickbank

Passing and Posting Data

There are several options to pass data from CPV Lab to landing pages and offers.

1. Using the predefined options in the campaign setup pages

The following checkboxes control which parameters are passed:

- Pass Target to LP – allows passing the target to the landing page using a parameter that can be specified in the corresponding textbox

- Pass Target to Offer – allows passing the target to the offer page using a parameter that can be specified in the corresponding textbox

- Pass Cookie to Offer – allows passing the tracking cookie to the offer page(s) in order to be posted back in the CPV Lab tracking pixel URL for marking conversions

- Append SubID to LP/Offer – appends the CPV Lab SubID to the landing page or Offer page; this option will not append the parameter, it only appends the SubID value, so the parameter must be specified in the LP/Offer URL (like '...&SubID=')

- Pass Ad Token to LP/Offer – only for CPC campaigns, will append the Ad Token value using the same parameter that it was captured from

- Pass Extra Token 1...10 to LP/Offer – will pass the Extra Token value using the same parameter that it was captured from

2. Using wildcard tokens in the LP/Offer URLs

CPV Lab offers predefined tokens that can be placed in the landing page and offer URLs and will be replaced with the actual values for each visitor before they get redirected to the URLs.

The wildcard tokens that can be used in the landing page URLs are:
- {!target!} – will be replaced by the actual target/keyword
- {!subid!} – will be replaced by the CPV Lab SubID
- {!token1!}, {!token2!}, ... {!token10!} – will be replaced with the Extra Token 1...10 value
- {!adtoken!} – will be replaced with the Ad Token value
- {!sm_device_brand!} – will be replaced with the mobile device brand
- {!sm_device_model!} – will be replaced with the mobile device model
- {!sm_device_marketing!} – will be replaced with the mobile device market name
- {!ispcarrier!} - – will be replaced with the ISP/Carrier name

The wildcard tokens that can be used in the offer page URLs are:
- {!subid!} – will be replaced by the CPV Lab SubID
- {!token1!}, {!token2!}, ... {!token10!} – will be replaced with the Extra Token 1...10 value
- {!adtoken!} – will be replaced with the Ad Token value

The wildcard tokens that can be used in the additional pixel URLs are:
- {!target!} – will be replaced by the actual target/keyword
- {!subid!} – will be replaced by the CPV Lab SubID
- {!token1!}, {!token2!}, ... {!token10!} – will be replaced with the Extra Token 1...10 value
- {!revenue!} – will be replaced with the conversion revenue amount
- {!tscode!} – will be replaced with the traffic source hidden token value

3. Automatic passing of parameters through the base pages

All base pages (base.php, base2.php, base3.php) will forward all other parameters (that are not Targets, Ad Tokens or Extra Tokens) to the next page, which can either be a landing page or an offer page. These parameters are forwarded unchanged, exactly as they are received by the base page.

Example: if you have a campaign with the following options:
- Target is captured from the 'keyword' parameter
- Pass Target to LP is checked and selected parameter is 'mytarget'
- Extra Token 1 is defined with parameter 'source' and the option to pass it to LP is checked

The LP URL is: http://domain.com/lp.php?subid={!subid!}&device={!sm_device_model!}

Then if you have a visitor using an iPhone and calling the Campaign URL like:
http://cpvlab/base.php?c=1&key=qqqqq&**keyword**=ebooks&**source**=web&**additional**=ismobile

The LP URL the visitor will be redirected to will be:
http://domain.com/lp.php?**subid**=qazwsx_1_1&**device**=iPhone&**mytarget**=ebooks&**source**=web&**additional**=ismobile

The parameters from the LP URL are:
- subid and device – passed from the 2 wildcard tokens that where replaced with the actual values
- mytarget – passed because the Pass Target to LP option was checked
- source – passed because the option to pass Extra Token 1 to LP was checked
- additional – passed because it was forwarded by the base.php page

Posting Data to Landing Pages

The parameters passed to the landing pages can be displayed on the page with any programming language.

If you have a landing page saved as ".php", then the simplest operation to display a parameter passed in the URL using the following PHP statement:

        `<?php echo(isset($_GET["param-name"]) ? $_GET["param-name"] : ""); ?>`

For example, you enter a Landing Page URL in the CPV Lab campaign setup page as:

        http://domain.com/lp.php?**visitor_isp={!ispcarrier!}**

When a visitor hits the page, the wildcard gets replaced by the actual ISP/Carrier (let's say Verizon), so they will land on the following URL:

        http://domain.com/lp.php?**visitor_isp**=Verzion

In order to display the ISP/Carrier in the LP, you will use the following code:

        `<?php echo(isset($_GET["`**`visitor_isp`**`"]) ? $_GET["`**`visitor_isp`**`"] : ""); ?>`

Notice the parameter name (visitor_isp) is the exact same as it appears in the URL.
The parameter name in this case is "visitor_isp" and the parameter value is 'Verizon'.

The parameter name can be anything, it doesn't have to be "visitor_isp", it could be "qqqqq" or "qazwsx" or "isp"... anything, but it must match the PHP code used to retrieve it.

The above code will display "Verizon" on the Landing Page.
And the Landing Page must be saved as *.php for the PHP code to run.

You can display various data from the campaign to visitors using the same method above…

Display Device Brand
Landing Page URL in CPV Lab:

        http://domain.com/lp.php?brand**={!sm_device_brand!}**

PHP Snippet for Landing Page:

    `<?php echo(isset($_GET["`**`brand`**`"]) ? $_GET["`**`brand`**`"] : ""); ?>`

Display Device Model
Landing Page URL in CPV Lab:
http://domain.com/lp.php?model=**{!sm_device_model!}**

PHP Snippet for Landing Page:
<?php echo(isset($_GET["**model**"]) ? $_GET["**model**"] : ""); ?>

Display Device Market Name
Landing Page URL in CPV Lab:
http://domain.com/lp.php?mname=**{!sm_device_marketing!}**

PHP Snippet for Landing Page:
<?php echo(isset($_GET["**mname**"]) ? $_GET["**mname**"] : ""); ?>

Display Keyword / Target
Landing Page URL in CPV Lab:
http://domain.com/lp.php?keyword=**{!target!}**

PHP Snippet for Landing Page:
<?php echo(isset($_GET["**keyword**"]) ? $_GET["**keyword**"] : ""); ?>

Display Additional Tokens
Landing Page URL in CPV Lab:
http://domain.com/lp.php?token1=**{!token1!}**

PHP Snippet for Landing Page:
<?php echo(isset($_GET["**token1**"]) ? $_GET["**token1**"] : ""); ?>

Repeat for additional tokens in campaign…{!token1!}, {!token2!},... {!token10!}

"Templating" Campaigns

If you want to create multiple campaigns with the same landing pages and offers, but still need to know which campaign sent the visitor in the pages, then you can use a template campaign and clone it.

The template campaign allows you to include the {!campid!} parameter in the landing page and offer URLs and all the campaigns cloned based on this template campaign will replace the wildcard with the actual Campaign ID.

The template campaign won't be used for tracking visitors, all the campaigns cloned from the template campaign will do the tracking.

The template campaign will be defined just like a normal campaign, but you will place the {!campid!} wildcard in the landing page and offer names and URLs where you want the Campaign ID to appear.

For example, the template campaign will be:

CampaignID: 1
- Landing Page Name: LP for Campaign {!campid!}
- Landing Page URL: http://domain.com/lp.php?source=camp{!campid!}
- Offer Name: Offer for Campaign {!campid!}
- Offer URL: http://offer.com/page.php?source={!campid!}

Now, Clone the template campaign and create the first campaign that will receive traffic:

CampaignID: 2
- Landing Page Name: LP for Campaign 2
- Landing Page URL: http://domain.com/lp.php?source=camp2
- Offer Name: Offer for Campaign 2
- Offer URL: http://offer.com/page.php?source=2

When you clone the template again, you get the second campaign for traffic:

CampaignID: 3
- Landing Page Name: LP for Campaign 3
- Landing Page URL: http://domain.com/lp.php?source=camp3
- Offer Name: Offer for Campaign 3
- Offer URL: http://offer.com/page.php?source=3

And so on. You can clone the template campaign as many times as you need. This will save time in case you need to create campaigns with similar pages. You can also modify each new campaign individually if you need to make small changes to it.

This feature will work even if you have different landing page URLs.

You can name your landing pages as:
- lp2.php
- lp3.php
- lp4.php

And then the template campaign will have the landing page URL as:
- http://domain.com/lp{!campid!}.php

When you clone this campaign 3 times, you get 3 campaigns with the landing pages that will match the names from above:
- http://domain.com/lp2.php
- http://domain.com/lp3.php
- http://domain.com/lp4.php

There are many variations for this feature and it can be used in multiple ways.

The main idea is that if you have the {!campid!}wildcard in a campaign and you clone it, the wildcard will be replaced with the Campaign ID from the new campaign.

"Total Control" Linking Options

In CPV Lab 2.17 you have the option to link to a specific landing page, offer, level or path in addition to linking to a specific option group which was already possible.

Each option to link to a specific object is implemented using a different parameter that will be appended to the previous base page (the page that redirects to the desired page).

1. Linking to a Specific Landing Page
In order to link to a specific landing page from the Campaign URL you will use the "clpid" parameter in the Campaign URL, followed by the Landing Page URL for the page you want to link to.

For example, you have a campaign with the following details:
      1st landing page   ID=1   URL=http://domain.com/lp1.php   Share=33%
      2nd landing page ID=2   URL=http://domain.com/lp2.php   Share=33%
      3rd landing page   ID=3   URL=http://domain.com/lp3.php   Share=34%

By default CPV Lab will rotate through these 3 LPs based on the shares. But if you want to always link some visitors to the second landing page, you will use the "clpid" parameter in the Campaign URL for those visitors:
      http://cpvlab/base.php?c=1&key=...&clpid=2

All visitors that come through this link will always land on the second landing page (lp2.php), no matter what the share percentage is set in the campaign.

It is very important to define unique Landing Page IDs inside a campaign.

The "clpid" parameter can also be used to link from a Level 1 landing page to a specific Level 2+ landing page, but in this case the parameter will be appended to the base2.php link instead of the Campaign URL.

If you have a Landing Page Sequence campaign, then you can use the following link in a level 1 landing page: (In this example, 21 is the Landing Page ID of a landing page located on the second level)
      http://cpvlab/base2.php?clpid=21

2. Linking to a Specific Offer Page

Linking to a specific offer page from the landing page is done using the "cloid" parameter in the base2.php or base3.php link used to get to the offer.

If you have a campaign with the following details:

1st landing page	ID=1	URL=http://domain.com/lp1.php	Share=50%
2nd landing page	ID=2	URL=http://domain.com/lp2.php	Share=50%
1st offer page	ID=11	URL=http://offer.com/offer1.php	Share=20%
2nd offer page	ID=12	URL=http://offer.com/offer2.php	Share=80%

If you want to always link from the first landing page to the first offer and from the second landing page to the second offer, then you have to use the "cloid" parameter in the base2.php links from the landing pages, like this:

LP1 will have the link as http://cpvlab/base2.php?cloid=11

LP2 will have the link as http://cpvlab/base2.php?cloid=12

As with Landing Page ID's…It is very important to define unique Offer IDs inside the campaign!

3. Linking to a Specific Level

You can now, link to a specific level inside a Landing Page Sequence campaign using the "clvl" parameter followed by the level number. In this case CPV Lab will rotate between all landing pages defined in that specific level based on the shares defined for the landing pages.

If you have a campaign with the following details:

Level 1 LP 1	ID=11	URL=http://domain.com/lp1-1.php	Share=40%
Level 1 LP 2	ID=12	URL=http://domain.com/lp1-2.php	Share=60%
Level 2 LP	ID=21	URL=http://domain.com/lp2.php	Share=100%
Level 3 LP 1	ID=31	URL=http://domain.com/lp3-1.php	Share=50%
Level 3 LP 2	ID=32	URL=http://domain.com/lp3-2.php	Share=50%
1st offer page	ID=91	URL=http://offer.com/offer1.php	Share=50%
2nd offer page	ID=92	URL=http://offer.com/offer2.php	Share=50%

Let's say you want to send visitors that land on the Level 1 LP 2 page directly to Level 3 and skip the Level 2 LP for them. In this case you will modify the base2.php link from Level 1 LP 2 page to: http://cpvlab/base2.php?clvl=3

This means that visitors will be redirected from Level 1 LP 2 page directly to a level 3 LP, either Level 3 LP 1, either Level 3 LP 2. It's very important to keep the page IDs unique inside of a campaign in order to have the redirects working correctly!

4. Linking to a Specific Option Group

This was already possible in previous versions of CPV Lab using the "id" parameter appended to the base2.php or base3.php links, but starting with version 2.17 it is recommended to use the new "cogid" parameter to specify the option group. CPV Lab will rotate between all offers defined in the specific option group based on the shares.

For example, if you have the Landing Page Sequence campaign:

1st landing page	ID=1	URL=http://domain.com/lp1.php	Share=50%
2nd landing page	ID=2	URL=http://domain.com/lp2.php	Share=50%
Option Group 1 Offer 1	ID=11	URL=http://offer.com/offer1-1.php	Share=20%
Option Group 1 Offer 2	ID=12	URL=http://offer.com/offer1-2.php	Share=80%
Option Group 2 Offer 1	ID=21	URL=http://offer.com/offer2-1.php	Share=20%
Option Group 2 Offer 2	ID=22	URL=http://offer.com/offer2-2.php	Share=80%

If you want to link from the first landing page to an offer from the first option group and to link from the second landing page to an offer from the second option group, then you have to use the following links in your landing pages:

In the first landing page: http://cpvlab/base3.php?cogid=1
In the second landing page: http://cpvlab/base3.php?cogid=2

If you have existing campaigns that use the "id" parameter, you can leave the campaigns unchanged as we've preserved this functionality, but for New campaigns…use the new "cogid" parameter to link to a specific option group.

5. Linking to a Specific Path

In a Multiple Path campaign you have the option to send visitors to a specific path instead of rotating paths based on share%. This is possible using the "clpth" parameter appended to the Campaign URL.

For example if you want to always send visitors to the second path in a Multiple Paths campaign, then you will use the Campaign URL like:

http://cpvlab/base.php?c=1&key=…&clpth=2

This means that visitors will be always redirected to a landing page defined in the second path for that campaign.

Linking Quick List

When you want to link to a specific page, offer, level, option group or path…

Simply append the corresponding parameter and the object ID in the previous base link.

Object	Parameter	Example	Value – Replace XX with	Supported URL/s
Landing Page	clpid	&clpid=XX	a valid Landing Page ID	Campaign URL base2.php (for Level 2+)
Offer Page	cloid	&cloid=XX	a valid Offer ID	base2.php or base3.php
Level	clvl	&clvl=XX	a valid Level index	base2.php
Option Group	cogid	&cogid=XX	a valid Option Group index	base2.php or base3.php
Path	clpth	&clpth=XX	a valid Path index	Campaign URL

Configuration Options

Configuration options can be used to control the look and behavior of CPV Lab. These options can be modified by editing or adding lines in the "constants-user.php" file inside the "lib" folder.

You can see the available options and their default values in the table below.

Option Name	Default Value	Description
DateFormat	m/d/Y g:i A	Pattern used to display dates
DateShortFormat	m/d/Y	Pattern used to display short dates
ThousandsSeparatorCSV		Character used as thousands separator in export file. Default is blank for Excel support
DecimalSeparatorCSV	.	Character used as decimal separator in export file. Default is "." For Excel support
CookieTimeout	2592000	Time interval to keep the tracking cookie
DoubleMetaRedirectPage	baseredirect.php	Name of the page used for redirects using the Double Meta Refresh method
LoopRedirectPage	baselooredirect.php	Name of the page used for redirects using the Redirect Loop method
ClickbankSecretKey		The Secret Key defined in Clickbank; used only when tracking Clickbank conversions
ClickbankPixelLogging	false	Controls if logging of Clickbank requests is enabled or not
AffiliateWindowPixelLogging	false	Controls if logging for Affiliate Window requests is enabled or not
RequestMethod	auto	The method used for external requests like additional pixels
CaptureFullReferrer	false	Controls if full referrer URLs are captured or just the domain and page name, without query string parameters
CustomIpHeader		Name of the custom header used to retrieve visitors' IP addresses
UrlEncodeParameters	true	Controls if the parameters appended to LP and Offer pages are URL encoded or not

The options are defined in the "constants-users.php" file in the following format:
       $GLOBALS[**'option-name'**] = "**option-value**";

If the option value is numeric, then you don't have to add the enclosing double quotes.

You can see a sample "constants-users.php" file below:

```php
<?php
if (!isset($GLOBALS['_CONSTANTS_USER_INC']))
{
    $GLOBALS['_CONSTANTS_USER_INC'] = 1;

    $GLOBALS['DateFormat'] = "m/d/Y g:i A";

    $GLOBALS['DateShortFormat'] = "m/d/Y";

    $GLOBALS['ThousandsSeparatorCSV'] = "";

    $GLOBALS['DecimalSeparatorCSV'] = ".";

    $GLOBALS['CookieTimeout'] = 2592000;

    $GLOBALS['DoubleMetaRedirectPage'] = "baseredirect.php";

    $GLOBALS['LoopRedirectPage'] = "baseloopredirect.php";

    $GLOBALS['ClickbankSecretKey'] = "";

    $GLOBALS['ClickbankPixelLogging'] = "false";

    $GLOBALS['AffiliateWindowPixelLogging'] = "false";

    $GLOBALS['RequestMethod'] = "auto";

    $GLOBALS['CaptureFullReferrer'] = "false";

    $GLOBALS['CustomIpHeader'] = "";



} // end of inclusive if
?>
```

The new configuration options introduced in version 2.17 are:

1. **ClickbankPixelLogging**
This is used to test and identify issues with Clickbank conversions. It should stay set to "false" until CPV Lab support tells otherwise.

2. **AffiliateWindowPixelLogging**
The same as above, but will debug Affiliate Window conversions.

3. **RequestMethod**
Controls what method is used to make external requests (like firing additional pixels).
Possible values are:
- **auto** - default option; CPV Lab automatically selects the request method based on server settings
- **contents** - use the file_get_contents PHP function for requests
- **curl** - use cURL for requests
  - If you know that your server doesn't allow the "file_get_contents" function, then you can change this option to "curl" and the cURL library will be used for external requests.
  - When set to "auto", CPV Lab will detect if the "file_get_contents" function is not enabled and will automatically switch to cURLrequests.

4. **CaptureFullReferrer**
The referrer URLs are composed from 2 parts: first part is the domain+page name and the second part contains the query string parameters. The query string parameters are not important most of the times and will just take up space in the database. That's why the default option is to capture referrers without query string parameters.

If you need to see the query string parameters, then you have to set the "CaptureFullReferrer" option to "true" in the "constants-users.php" file.

A complete referrer URL can look like:
http://domain.com/page.php**?c=11&cb=13b&t=123453b0e2db284871894dd73e75249f&d=1 2345**

If the query string part isn't important and won't be used in reports, it will make sense to capture the referrers without query string parameters and save database space, like:
http://domain.com/page.php

5. **CustomIpHeader**

If you have a server running a reverse proxy, then the IP address for visitors will be passed using a custom header instead of the regular "REMOTE_ADDR" header. In this case you will define the custom header in this configuration option and CPV Lab will use the custom header to read visitors' IP addresses.

For example, if you have Incapsula reverse proxy, the IP address will be passed in the "HTTP_INCAP_CLIENT_IP" header, so the configuration option from the "constants-users.php" file should be:
$GLOBALS['**CustomIpHeader'**] = "**HTTP_INCAP_CLIENT_IP**";

6. **UrlEncodeParameters**

The parameters added to the landing pages or offers (like Extra Tokens or Target/Keyword) are URL encoded before they get appended to the URL in order to be retrieved in the pages. If you do NOT want to URL encode operations to these parameters, set this option to "false".

TrueCache – Data Caching for High Volume Users

CPV Lab 2.17 and above

This feature addresses one of the biggest requests from Users…More Volume and Fast Stats within the Interface.

Caching of data in CPV Lab means aggregating visitor details (clicks) and keeping them in a format that will allow reports/stats to load faster and that the "clicks" table will have a reduced size. A CRON job is also setup to remove old records from the "clicks" table, to keep the DB clean and under control.

CPV Lab instances with small traffic figures should not use caching because it won't bring advantages in this case and will add an extra server load. Caching is effective for CPV Lab Users that run high volume traffic.

As a general idea…if you have less than 500,000-700,000 clicks in the "clicks" table and the CPV Lab interface and Stats pages are quick and responsive, you most likely won't see a direct benefit from caching.

Setting up the CRON Job

The Cron job consists of a PHP page (cron-cache.php) that will be called periodically by the server and will perform the caching processes.

#1) Login into cPanel and find the 'Cron jobs' page

Enter the Cron job details in this page. The recommended interval for the job to run is every 10-15 minutes or more.

Then enter as command:

cd /home/<server-name>/public_html/cpvlab/; php cron-cache.php

Or by an alternate command if the command above doesn't function properly on your server.

    php /home/<server-name>/public_html/cpvlab/cron-cache.php

***Replace <server-name> with the correct Server Name based on your server configuration.

This is a sample setup for the Cron job to run at 5 minutes over the hour, every hour:

Click the 'Add New Cron Job' button and the new Cron job will appear in the jobs list.

MINUTE	HOUR	DAY	MONTH	WEEKDAY	COMMAND	ACTIONS
5	*	*	*	*	php /home/.../public_html/cpv/cron-cache.php	Edit Delete

Edit Server Setting

Before enabling caching, increase the "**group_concat_max_len**" system variable in MySQL to a larger value:
- at least 1048576 (1MB) for medium volumes of traffic
- for high traffic, set to could be 10485760 (10MB)
The maximum allowed value for this variable is 4294967295 (4GB), however you don't need to adjust this setting close to that.

This is a system variable that should be changed the web host since it cannot be modified from PhpMyAdmin on most servers.

Configuring Caching

Caching can be configured based on the server settings and properties using 4 configuration keys from the "**constants-user.php**" file from the "lib" folder. If these keys don't exist in your "constants-user.php" file, you can add them at the end of the file, before the last "}" sign.

Option Name	Default Value	Description
UseDataCaching	false	"true" if caching of data is used; beside this option, you also have to setup the Cron job
CachingMaxItems	10000	The maximum number of clicks that are processed in a single Cron job execution
CachingDelay	600	The delay in aggregating clicks –clicks from the last xxx seconds won't be aggregated yet
CachingRemoveTime	2592000	The interval after which clicks are removed from the non-aggregated state

A typical caching configuration section from the "constants-user.php" looks like this:

```
// Controls if cached data are used in application ("true" or
// "false" values); you must also setup the Cache Cron job
$GLOBALS['UseDataCaching'] = "true";
// The maximum number of clicks processed in a single Cron job execution
$GLOBALS['CachingMaxItems'] = 10000;
// The delay in aggregating clicks - clicks from the last xxx seconds
// won't be aggregated yet - in seconds
//     300 -  5 minutes
//     600 - 10 minutes
//     900 - 15 minutes
//    1800 - 30 minutes
$GLOBALS['CachingDelay'] = 600;
// The interval after which clicks are removed from the "clicks" table
// (after these clicks have been aggregated) - in seconds
//    86400 -  1 day
//   432000 -  5 days
//   864000 - 10 days
//  1728000 - 20 days
//  2592000 - 30 days
$GLOBALS['CachingRemoveTime'] = 2592000;
```

The "CachingMaxItems" option

Should be set to a value that is greater than the number of visitors you usually receive in the time interval between 2 consecutive Cron job executions. Setting this option to a large value will slow down the server on the first few Cron job runs if you have a large existing database with non-aggregated data (applies to upgrades because on new installations you won't have any non-aggregated data initially).

The "CachingDelay" option

Specifies a time interval when clicks won't be aggregated by the Cron job.
For example, if you run the Cron job every hour and set the "CachingDelay" to 600 seconds (10 minutes), then clicks from the last 10 minutes before the Cron job execution, won't be aggregated by this Cron job run. These clicks will get aggregated by the next Cron job execution, when again the last 10-minutes clicks will be skipped and so on.

This option is useful in order to aggregate clicks after visitors click to the offer page(s) for optimal caching of data.

The "CachingRemoveTime" option

Specifies the time interval to keep non-aggregated clicks. The non-aggregated clicks will still be used by the Visitors Stats page and the Report Upload page, so if your server has the resources, it's recommended to keep 10, 20, 30, 60 days of non-aggregated clicks in the database together with the aggregated clicks.

It is important to keep some non-aggregated data in the "clicks" table for Reports and Visitor Stats. If you want to see Visitors Stats from the last 60 days, then you have to keep 2 months of non-aggregated data in the "clicks" table by configuring the "CachingRemoveTime" with a value of at least "5184000" seconds (60 days).

It's advised to start this with a higher value in order to not remove too much data initially and see how the server handles a larger number of non-aggregated clicks.

As above for 60 Days, or even higher using 7776000 seconds (90 days) as the value for "CachingRemoveTime" and this means they will be able to upload reports for the last 90 days and also see Visitors Stats for the last 90 days.

Your Server Admin can fine tune these settings, as they are server-specific. Each server has its own configuration and settings. You Server Admin will be able to adjust these settings based on your server resources/hardware and your individual needs for your volume of traffic.

They will check and monitor your Memory and CPU usage while the Caching / CRON Jobs are running in order to see how much extra load it adds and can make adjustments to run the Cron job while not affecting other server processes if the requirements are high.

NOTE: THIS DOES NOT REMOVE ANY DATA FROM YOUR STATS OR REPORTS.

Common Questions about Caching

Question - Should I use caching?

Answer: If you are tracking high volumes of traffic, and notice any delays when loading stats or reports in the interface…then Yes! For Users that don't run high traffic, do not need to enable caching as it won't be required. You also need to have some server knowledge in order to enable and customize caching on your server.

Question - How often should I setup the Cache Cron job to run?

Answer: This depends on what you need to see in reports and if you need "real-time" data and the delay in data that you can accept. The default setting is to run the Cron job every hour, but you can lower or increase this interval based on your needs. It's very important that you don't set a very small interval that won't allow the previous Cron job execution to complete (for example if the Cron job takes 2 minutes each time to execute and you set the interval between executions to 1 minute).

For Users with Solid Hosting, 5-15 minutes will work well. However, users with lower performance servers may need a higher time interval to complete the CRON job.

Question - Visitors don't appear in Stats; I've tested with the Campaign URL and no visitors appear in the Stats page.

Answer: When the Stats page uses cached data there is a delay before the Cron job runs, so visitors won't appear immediately. You can use the Visitors Stats page to check real-time traffic.

Question - I'm keeping non-aggregated data in the "clicks" table together with aggregated data in the cache tables. Which version of data will be used in reports?

Answer: When caching is enabled (with the "UseDataCaching" configuration option), pages that allow caching will use the aggregated data in order to lower the page load times. The Visitors Stats and Reports Upload pages will still use non-aggregated data.

Question - Records disappeared from the "clicks" table

Answer: This is normal and it is done in order to keep the "clicks" table size under control. Old visitors' details will be removed from the "clicks" table only after they were aggregated, so nothing is lost because reports can be obtained from the aggregated data.

You can configure the time to keep clicks in the database with the "CachingRemoveTime" configuration option.

Question - I have visitors that convert after a long interval of time (24 hours), should I set the "CachingDelay" configuration option to not aggregate data from the last 24 hours?

Answer: No, that is not necessary. Conversions will be marked correctly in the database even if the click of the visitor the converted was previously aggregated. The conversion will be added to the aggregated records in this case.

Question - I want to upload a list of converting subIDs for old visitors that were already aggregated. Will this work?

Answer: Yes, this will work and the uploaded conversions will be marked in the aggregated data. This will work even if the original visitors' details were removed from the "clicks" table.

Question - I want to remove a false conversion from the database for a visitor that was already aggregated. Is this possible?

Answer: Yes, you will use the Stats Management page for this (Settings → Stats Management) The conversion and the associated revenue will be removed from the aggregated data.

Question - Do I need to keep running the Cron job for the Campaigns page (cron-campaigns.php) if I run the Cron job for caching (cron-cache.php)?

Answer: No, if you have caching enabled, you can Remove the Cron job for the Campaigns page. This process will be completed in the new CRON Job. In fact, the Cron job for the Campaigns page checks if caching is enabled and exits quickly in this case.

CRON Jobs for Campaign Data

* Optional and recommended for high traffic users who DO NOT have caching enabled.

NOTE: If you have TrueCache Enabled…do not run the Campaign Data CRON Job, as this process is already built in to Caching Process.

This feature gives you the option to move some operations from the Campaigns page in an offline process that can be run periodically as a Cron job. These operations calculate data on the Campaigns Page.

The main advantage is that the amount of time required for the calculations isn't wasted on the campaigns.php page, it is moved in a separate process, so users won't have long intervals when logging into the application.

Activation

In order to activate the Cron job in CPV Lab and stop performing those calculations inside the page, you have to check the option 'Use Cron Job for data on campaigns.php' from the Settings page.

☑ Use Cron Job for data on campaigns.php

Installation

The CRON job consists of a PHP page (cron-campaigns.php) that will be called periodically and will perform the calculations. The job can be configured in cPanel by following the next steps:

1. Login into cPanel and find the 'Cron jobs' page

2. Enter the Cron job details in this page. The recommended interval for the job to run is 'Every 15 minutes', meaning you have to enter '*/15' for Minute and '*' for Hour, Day, Month, Weekday (these options can also be selected from the dropdown controls on the right).

   Then enter the command:
   cd /home/<server-name>/public_html/cpvlab/; php cron-campaigns.php

   Or by an alternate command if the command above doesn't function properly on your server.
   php /home/<server-name>/public_html/cpvlab/ cron-campaigns.php

   ***Replace <server-name> with the correct Server Name based on your server configuration.

Add New Cron Job

Common Settings:	-- Common Settings --
Minute:	*/15 Every 15 minutes (*/15)
Hour:	* Every hour (*)
Day:	* Every day (*)
Month:	* Every month (*)
Weekday:	* Every weekday (*)
Command:	php /home/.../public_html/cpvlab/cron-campaigns.php

Add New Cron Job

3. Click the 'Add New Cron Job' button and the new Cron job will appear in the jobs list.

Current Cron Jobs

MINUTE	HOUR	DAY	MONTH	WEEKDAY	COMMAND	ACTIONS
*/15	*	*	*	*	php /home/.../public_html/cpvlab/cron-campaigns.php	Edit Delete

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