Version 2.18 FEATURE GUIDE

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Version 2.18 Update List

Primary Features:

- Geo-Stats and GEO Details

- Ability to capture screen resolution for desktop visitors

- Cached Data Cleanup – removes cached records when resetting clicks for a campaign or when using the Stats Management page

Improvements:

- Automatic cleanup for the Error Log - controlled with a key in the constants-user.php file

- Wildcard for device name in LP URL: {!sm_device_name!}

- 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

- Custom tracking pixel for BlueSnap

- Option to change the Campaign Key

- Confirmation message on the Stats Management page when removing all clicks for a campaign

- Added Last Month as an option in the date interval controls

- Added the mobile columns in the Conversions List page

GEO-Stats and GEO Details

When setting up Campaigns, be sure to CHECK "Geo Data" in the Capture Options on the Campaign Setup Page in order to use this feature.

1 Selected ▼
☐ Computer Data
☐ Computer Resolution
☐ Mobile Data
☐ ISP/Carriers
☐ Referrers
☑ Geo Data

Navigate to the GEO-Stats Page from Stats → GEO-Stats

🔴 Campaigns	➕ Add Campaign	📊 Stats	📄 Reports	🦫 Trends

Blocked Traffic Stats
Conversions List
GEO-Stats ⬅
Mobile Audience
Overall Campaign Performance
Update Stats with Converting SubIds
Visitor Stats

This Page allows you to drill down into your Data, by Continent, Country, State/Region and City…or any combination of those 4 options.

City ⬆	State/Region	Country
York	Pennsylvania	🇺🇸 United States
Yonkers	New York	🇺🇸 United States
Yogyakarta		
Worcester		

Country	Visitors ⬆	Cost	LP CTR
🇺🇸 United States	1,741	$121.87	1.72%
🇸🇬 Singapore	- - -	- - - - -	- - - - -
🇮🇱 Israel			
🇯🇲 Jamaica			
🇩🇴 Dominican Republic			

Continent	Visitors ⬆	Cost	LP CTR
North America	1,911	$133.77	1.88%
Asia	334	$23.38	2.69%
South America	82	$5.74	2.44%
Europe	77	$5.39	12.99%

Use the Filters (A) to limit the Displayed Data to specific Geographies in your Campaign. And similar to the Stats, use the Option Selection Dropdown (B) to choose the data to display for your Selected GEOs. This also allows you to select the GEO View used for the Data…simply Show (Check) or Hide (Uncheck) Continent, Country, State/Region or City to Group and View the data.

GEO Details

The GEO Details page gives you the ability to Drill Down and Focus on any GEO you choose…by Clicking on the Continent, Country, State/Region or City you want to view.

When clicked, a new tab/window will open so you always have the original view of the data open and ready to cross-reference if needed.

State/Region	Visitors
Wisconsin	7
West Virginia	4
Washington	16
Virginia	27
Utah	5
Texas	119

In this image…we've focused on the State of Texas, and from here you can also take steps back from your selected GEO using the Breadcrumb Navigation.

North America -> United States -> Texas

Ad / Creative	Browser	Visitors
c	BlackBerry	27
a	BlackBerry	25
b	BlackBerry	22
b	Android Webkit	10

Capturing Geo Details

There are 2 ways to capture the Geo Data:
- Directly in the Campaign URL for each visitor – this can slow redirects when running high levels of traffic and should be used only by users with small and medium databases.

- Using a Cron job, moves the process outside of the Campaign URL and won't slow the redirects at all, this is recommended for high traffic figures and large databases

In order to enable the Cron job for Geo Details you have to follow these steps:
- Set the key named "UseGeoCron" from the constants-user.php file to "true". If this key doesn't exist in the constants-user.php file, then you should add the key like in the image below:


```
//Controls if the GEO details are pulled by the Cron job;
//otherwise they are captued by the base.php page
$GLOBALS['UseGeoCron'] = "true";
```

- Setup the Cron job on the server. Based on the server settings the command should be one of the following:

    cd /home/<server-name>/public_html/cpvlab/; php cron-cache.php
    php /home/<server-name>/public_html/cpvlab/cron-cache.php
    *** Replace <server-name> with your actual server name

- The Cron job should be setup to run every 10-15 minutes.

Note: The Cron job uses the same page (cron-cache.php) as the Caching Cron job, so if you already have Caching Enabled you don't need to re-enter a new Cron job. All you have to do is define the "UseGeoCron" key in the constants-user.php file as shown above.

Custom Redirects by Incoming Parameters

You can now create Redirect Profiles based on incoming parameters within the campaign URL for each visitor.

For example…
Let's say you're running a Facebook Ads Campaigns and you have created an Extra Token with the parameter as "age"…

Additional Tokens Supported by Traffic Source:

	Name	URL Append	Parameter
Token 1:	Age	&age=edit	age

Within the campaign you are targeting 3 age ranges, by replacing "edit" with the actual age range as:

    age=25_30
    age=31_35
    age=36_40

This will return the data in the Campaign URL and Stats as…

    age=25_30
    age=31_35
    age=36_40

With this data, you can Create a Redirect Profile, to redirect each age range to a specific Landing Page, Offer or URL…

A = Select the Extra Token you would like to use to trigger the redirect.
B = Enter the Data as returned for the selected token to trigger the redirect.
C = Choose the redirect destination for this type of visitor.

Example of Redirects:
IF   Age   is   25_30   THEN --redirect-->   Landing Page A / Offer A
IF   Age   is   31_35   THEN --redirect-->   Landing Page B / Offer B

Capture Screen Resolution for Desktop Visitors

The screen resolution for desktop computer visitors can only be captured using JavaScript code in the landing page, it cannot be captured directly in the Campaign URL (base.php page).

In order to capture screen resolution for desktop visitors in your campaign you have to check the "Capture Computer Resolution" option in the campaign setup page.

Once this option is checked, CPV Lab will "tell" the landing page to pass back the screen resolution for all computer visitors in this campaign. There is no need to add anything else in the landing page beside the 2 lines of code provided in the campaign setup page.

The result will look like this in Stats:

Device Type	Browser	Browser Version	OS	OS Version	Screen Res.
Computer	Chrome	37.0	Windows	8.1	1920x1080
Computer	IE	11.0	Windows	8.1	1600x900
Computer	IE	11.0	Windows	8.1	1600x900
Computer	Firefox	32.0	Windows	8.1	1600x900
Computer	Chrome	37.0	Windows	8.1	1920x1080

NOTE: The screen resolution for mobile visitors is captured when the "Capture Mobile Data" option is checked.

Automatic Error Log Cleanup

Version 2.18 of CPV Lab introduces the option to automatically remove old Error Log entries in order to save database space. Generally you only need to keep 15-30 days of entries in the Error Log. Keeping older records in the Error Log will only take up space.

In order to enable the automatic Error Log cleanup you have to access the Settings page from CPV Lab, check the following option and enter the number of days you want to keep log entries:
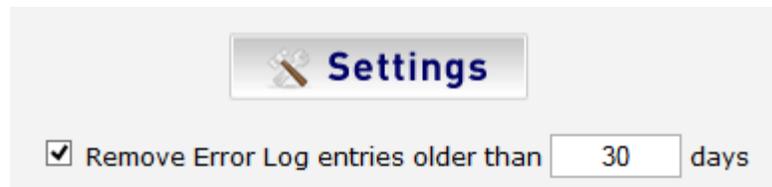
The old Error Log entries are removed by the Cron jobs, so you have to enable at least one of the following Cron jobs:

- cron-campaigns.php – handles the calculations from the Campaigns page (not required if the Cache Cron job is setup)
- cron-wurfl.php – handles also the update for Wurfl and BrowsCap databases
- cron-cache.php – handles data caching

    NOTE: All three of the Cron jobs will also remove old Error Log entries beside their main job, so you can have either one of them enabled or even two of them.

Automatic "clickipds" Table Cleanup

The "clicksips" tables contains non-cookie tracking information for visitors and it is used to track clicks and conversions when the cookie-based tracking is not used. Old records from this table are not required anymore and can be removed.

Version 2.18 of CPV Lab introduces an option to automatically remove records older than a specific number of days (60 days is the default value) from the "clicksips" table.

In order to enable the automatic "clicksips" cleanup you have to check the option from the Settings page and to define the number of days to keep records for:
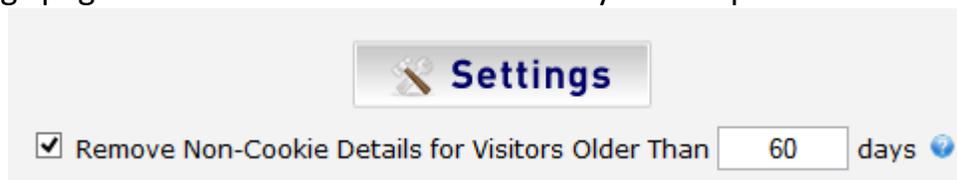

The cleanup happens using a Cron job, exactly like the Error Log cleanup, so you have to enable at least one of the following 2 Cron jobs:
- cron-campaigns.php
- cron-wurfl.php

BlueSnap Custom Tracking Pixel

In order to track conversions from BlueSnap more easily, you can now use the custom BlueSnap tracking pixel introduced in version 2.18.

You have to enter the BlueSnap custom pixel URL (http://cpvlab/adclick-bs.php) as the IPN URL in Bluesnap:
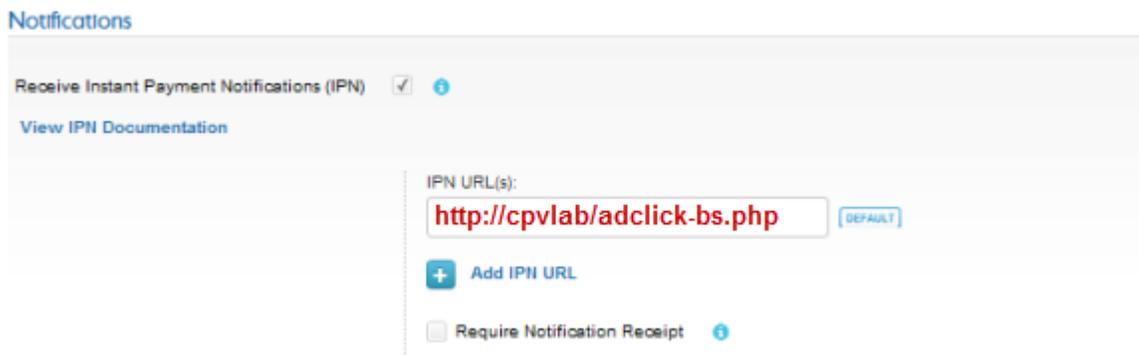
Now BlueSnap will call the custom pixel for each conversion and should pass the following 2 parameters using the POST method:
- tid – the CPV Lab subID that was appended to the offer URL
- invoiceAmount – the revenue for each conversion

If conversions from BlueSnap don't appear in CPV Lab, then you should double check that these 2 parameters are actually passed from BlueSnap in the tracking pixel call.

More details about the BlueSnap pixel can be found here:
- http://home.bluesnap.com/integrationguide/default.htm#WordManual/Setting Up an IPN.htm

"Check Pages" for Installs and Updates

"Check Pages" have been introduced to make sure your server is ready to have updates applied without any issues caused by requirements not being met on the server. These pages should only be executed when installing or upgrading CPV Lab and removed from the server after checks are completed. These pages are included in the CPV Lab update and install packages and should be first uploaded on the server, then called directly in your browser.

1. Check Server Requirements page (check-server-requirements.php)
Upload the "check-server-requirements.php" page to your server before uploading any other files from the update package.

Then open this page in your browser: http://yourdomain.com/check-server-requirements.php

This page will check your server and determine if requirements are met.
- PHP version to be at least 5.3
- IonCube Loaders to be at least 4.4
- License check validation enabled either through "file_get_contents" or cURL
- Required PHP extensions to be loaded

All (4) of these requirements must be met before proceeding with the CPV Lab installation. If there are requirements that aren't met, upgrade your server accordingly or ask your webhost to perform the server upgrades required to finish the installation process.

When all 4 requirements are met, the page will display the following messages:


```
/check-server-requirements.php

PHP version 5.3 or above: current version 5.3.23 -> PASS

ION Cube Loaders version 4.4 or above: current version 4.4.3 -> PASS

External requests enabled: -> PASS - both file_get_contents and cURL are working

Required PHP extenstions:

iconv extension is loaded
mbstring extension is loaded
mysql extension is loaded
session extension is loaded
SimpleXML extension is loaded
zip extension is loaded
```

If any requirements are not met, you will then see the error messages as below. In this case, you'll need to upgrade your server accordingly or contact your webhost to make the necessary changes.

```
PHP version 5.3 or above: current version 5.2 -> FAIL - Contact your webhost
                                                 to update your PHP to 5.3 or above

ION Cube Loaders version 4.4 or above: current version 4.1 -> FAIL - Contact your webhost
                                                 to update your ION Cube Loaders to 4.4 or above

External requests enabled: -> FAIL - none of file_get_contents and cURL is working -
                                                 Contact your webhost to enable at least one of them

Required PHP extenstions:

iconv extension is NOT loaded
mbstring extension is NOT loaded
mysql extension is NOT loaded
session extension is NOT loaded
SimpleXML extension is NOT loaded
zip extension is NOT loaded
```

If you get a completely blank page when calling the Check Server Requirements page, that means there is a problem with the Version of IonCube Loaders and they should be updated to 4.4 or above.

2. Check Database Version page (check-database-version.php)

This page should be called only when upgrading to a new version in order to see which version of the CPV Lab database is currently running. Additionally, this page will display a list of the files containing the upgrade MySQL queries that you should import IN ORDER into the CPV Lab database using PhpMyAdmin to perform the upgrade.

If you have a small database, you can use the "upgrade.php" page for the upgrade, but if you have a medium or large database it is recommended to import the MySQL script files directly in the database using PhpMyAdmin.

For example, if you have version 2.17 of the database and want to upgrade to version 2.18, the Check Database Version page will display the following:

> Database version is: **2.17**
>
> In order to upgrade to version 2.18 you have to import the following MySQL script files in the CPV Lab database using PhpMyAdmin:
>
> - cpvlabscript217-218.sql

But if you have version 2.15 of the database, you will get the following message when upgrading to version 2.18:

> Database version is: **2.15**
>
> In order to upgrade to version 2.18 you have to import the following MySQL script files in the CPV Lab database using PhpMyAdmin:
>
> - cpvlabscript215-216.sql
> - cpvlabscript216-217.sql
> - cpvlabscript217-218.sql

If you are already running version 2.18 of the database and call this page, you will get the message:

> Database version is: **2.18**
>
> Your database is updated to version 2.18, there is no need to import any files

3. Check Database page (check-database.php)

This page should be run after an upgrade to a new version, after either executing the "upgrade.php" page or importing the upgrade MySQL queries directly in PhpMyAdmin.

The page will first check that the database reports the correct version and that the database structure was correctly updated as well.

If the update process ran correctly...the page will display the following messages:
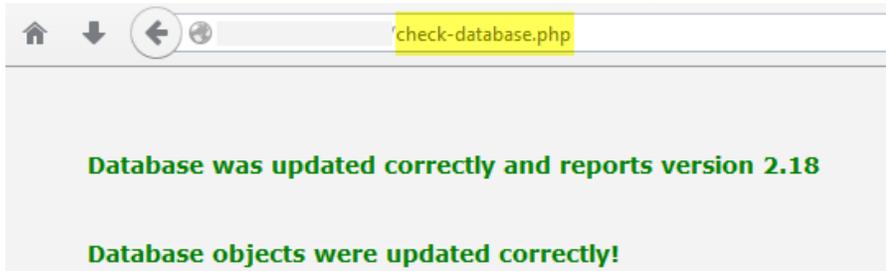
Otherwise, if something is wrong with the database, you will get one of both of the following messages:
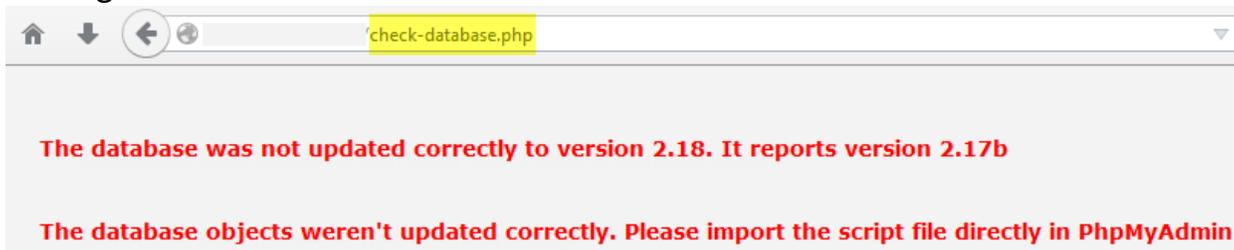
If you get at least an error message, then you should import the MySQL upgrade files directly in PhpMyAdmin and check the option to "Ignore multiple statement errors".
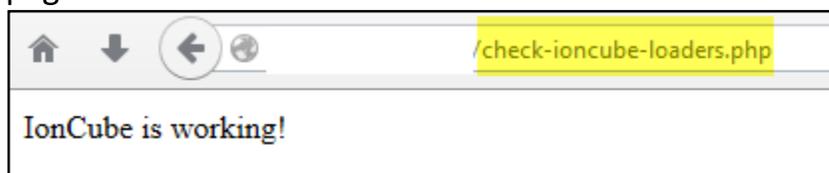
4. Check IonCube Loaders page (check-ioncube-loaders.php) - optional

This is an optional check and can be run each time there is a problem on the server and the CPV Lab pages don't appear correctly:

- Pages appear completely blank, without any content
- Pages appear with strange characters

The reason for such issues are generally caused by outdated IonCube Loaders or missing Loaders from the server. In order to quickly check if the IonCube Loaders are working on the server, call the "check-ioncube-loaders.php" page in a browser.

If IonCube Loaders are working correctly...you'll see the following message displayed on the page:

If you don't see this message or a blank page, then it means that the IonCube Loaders are missing or not working correctly and you should have you webhost check into the issue and make sure you have ION Cube Loaders 4.4 or above installed and running on the server.

Knowledgebase & Helpdesk

@

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