



CPA JS Tag

< Tracking Methodology and Examples >

CPA: Java Script Tracking Flow

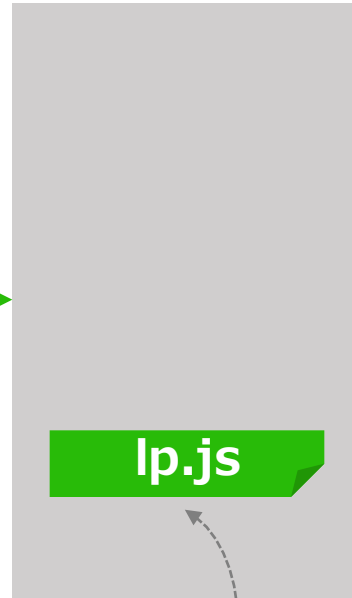
CPA: Java Script Tracking Flow

LINE Campaign Detail Page



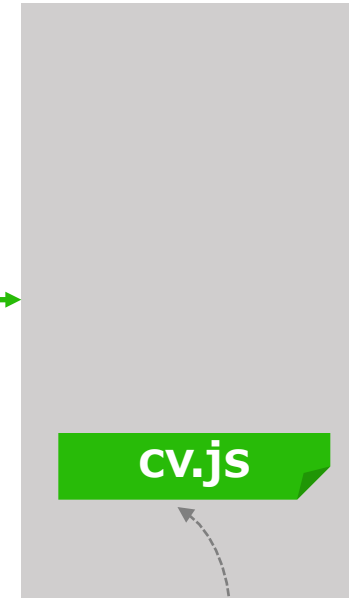
When a user is directed from LINE Campaign Detail Page to a client's landing page, LINE user's ID will add Points Session ID as GET parameter.

Client's Landing Page



LP tag will create cookie and send out Session ID.

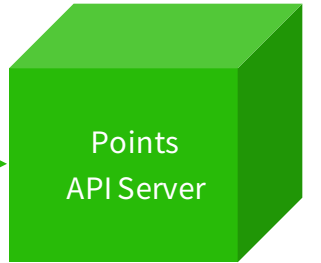
Thank you Page (Conversion Page)



CV tag will get Session ID from cookie and send to Point Server. When conversion is completed, the cookie will be deleted.

1st party cookie
{Session ID}

Conversion



1. Please use JS tags issued by LINE. Please copy and paste tags to designate pages.
2. If a client has different URLs for PC and mobile site, the URL must be mobile version, and top level domain of landing page and conversion page should be the same to get cookie. The conversion will fail if (1) changing browser or devices or (2) blocking cookies in browser.
3. Conversion is effective within 24 hours of Click lifetime.
4. A client should provide final URLs of landing page and conversion page to LINE, and LINE will issue tags and setting a testing account accordingly.

Auto-approval CPA JS Tag

< Example >

JS tags for CPA Auto-approval Type

(LP and CV pages are NOT in the same page)

Please copy and paste tags to designate pages

LP tag in Landing Page (This is an example. Please use tags issued by LINE)

```
<!-- LINE Free Coins LP Tracking Code Start -->  
<script type="text/javascript" >  
var freecoins_lpq = [{"app": " XXX" }];  
</script>  
<script src="https://freecoins.line-apps.com/lfc5.js" async></script>  
<!-- LINE Free Coins LP Tracking Code End -->
```

CV tag in Conversion Page (This is an example. Please use tags issued by LINE)

```
<!-- LINE Free Coins CV Tracking Code Start -->  
<script type="text/javascript">  
var freecoins_cvq = [{"app": " XXX" }];  
</script>  
<script src="https://freecoins.line-apps.com/lfc5.js" async></script>  
<!-- LINE Free Coins CV Tracking Code End -->
```

Copy and paste tags to designate pages

- Please follow the example to insert tags and do not change tags or sequence.
- "xxx" of the tags are codes generated by LINE system automatically. The format is similar to "FREECOINS_2533".

JS tags for CPA Auto-approval Type

(LP and CV pages are in the same page)

When LP page and CV page are the same URL, please refer to the example below to do the setting and do not change sequence of Codes.

```
<html>
<head><title>Sample LP</title></head>
<script src="https://code.jquery.com/jquery-2.1.3.min.js"></script>

<!-- LINE Free Coins LP Tracking Code Start -->
<script type="text/javascript">
var freecoins_lpq = [ { "app": "XXX" } ];
</script>
<script src="https://freecoins.line-apps.com/lfc5.js" async></script>
<!-- LINE Free Coins LP Tracking Code End -->

<script type="text/javascript">
$(document).ready( function() {
$("#button_submit").click( function(){
$.ajax({
url: "http://yourapi.com",
type: "POST",
data: "{email}",
success: function(d) {
freecoins_cv ({ "app": "XXX" });
}
});
});
});
</script>
<body>
<input type="text" name="email" />
<input type="button" value="SUBMIT" id="button_submit" />
</body>
</html>
```

Copy and paste LP tag.

Client should write the codes to define how to trigger action

Insert CV tag.

It will call Points Server and send CV command:
freecoins_cv({ "app": "XXX" });

Post-auth CPA JS Tag

< Example >

JS tags for CPA Post-auth Type

(LP and CV pages are NOT in the same page)

LP tag (example)

```
<!-- LINE Free Coins LP Tracking Code Start -->
<script type="text/javascript">
var freecoins_lpq = [ { "app": "FREECOINS_XXX", "expires": 2592000, ".yourdomain.com" } ];
</script>
<script src="https://freecoins.line-apps.com/lfc5.js" async></script>
<!-- LINE Free Coins LP Tracking Code End -->
```

Please paste the tags on the landing page and completion page.
The success identifier (**order**) issued by your company will need to be set in **② order** of CV tag.

CV tag (example)

```
<!-- LINE Free Coins CV Tracking Code Start -->
<script type="text/javascript">
var freecoins_cvq = [
{
  "app": "FREECOINS_XXX",
  "cv": [
    {
      action: "REGISTRATION",
      order: "Input order identifier",
      item: "Input item identifier",
      t_price: "Input total price",
      u_price: "Input unit price",
      quantity: "Input quantity",
      memo: "Input memo"
    }
  ]
}
];
</script>
<script src="https://freecoins.line-apps.com/lfc5.js" async></script>
<!-- LINE Free Coins CV Tracking Code End -->
```

① **action**: set the fixed values (required)

② **order**: identifier unique to the success order (required, max 128 bytes)

③ **item**: identifier for purchased product (optional, max 255 bytes)

④ **t_price**: total price paid at purchase (optional, example: 1.00. **It is required for e-commerce clients.**)

⑤ **u_price**: unit price for purchased product (optional, example: 1.00)

⑥ **quantity**: quantity of products purchased (optional, number)

⑦ **memo**: Optional information (optional, max 255 bytes)

* Please delete the lines for the unused optional items when setting the tag.