

GOODWAY GROUP FLOODLIGHT INSTRUCTIONS FOR A WEBSITE

Adding Floodlight Tags to site pages=WordPress

What is a Floodlight Tag? A Floodlight is a snippet of code (typically an image or iframe tag) that sends a request to an ad server. Floodlight tags are also called pixels.

How are Floodlights set up by Goodway? Goodway sets up Floodlights in an ad server. Tags are sent to the Advertiser as a text file via email.

Why does Goodway need Floodlights? Floodlights allow Goodway to report on the activity of users who visit a website after viewing or clicking on a banner. Each activity has its own Floodlight tag. When a user performs the action after seeing an ad, it is counted as a conversion. Goodway also uses this technology to optimize campaigns and retarget users.

Why does an advertiser need Floodlights? Advertisers use data from Floodlights to determine the effectiveness of their online campaigns in terms of user activity on their site.

What do advertisers need to do? Advertisers need to add the Floodlight tags to the respective web pages. After the code is added, please let your Goodway contact know it is live so he or she can test the page to make sure the Floodlight is firing.

What makes up the Floodlight? A site should copy and paste the entire code onto the site. Below are the parts of a Floodlight tag:

1. src = Advertiser ID
2. type = Floodlight Group ID
3. **cat** = Floodlight Activity ID. **The cat is different for each tag.**
4. ord = random number/unique counter/order ID

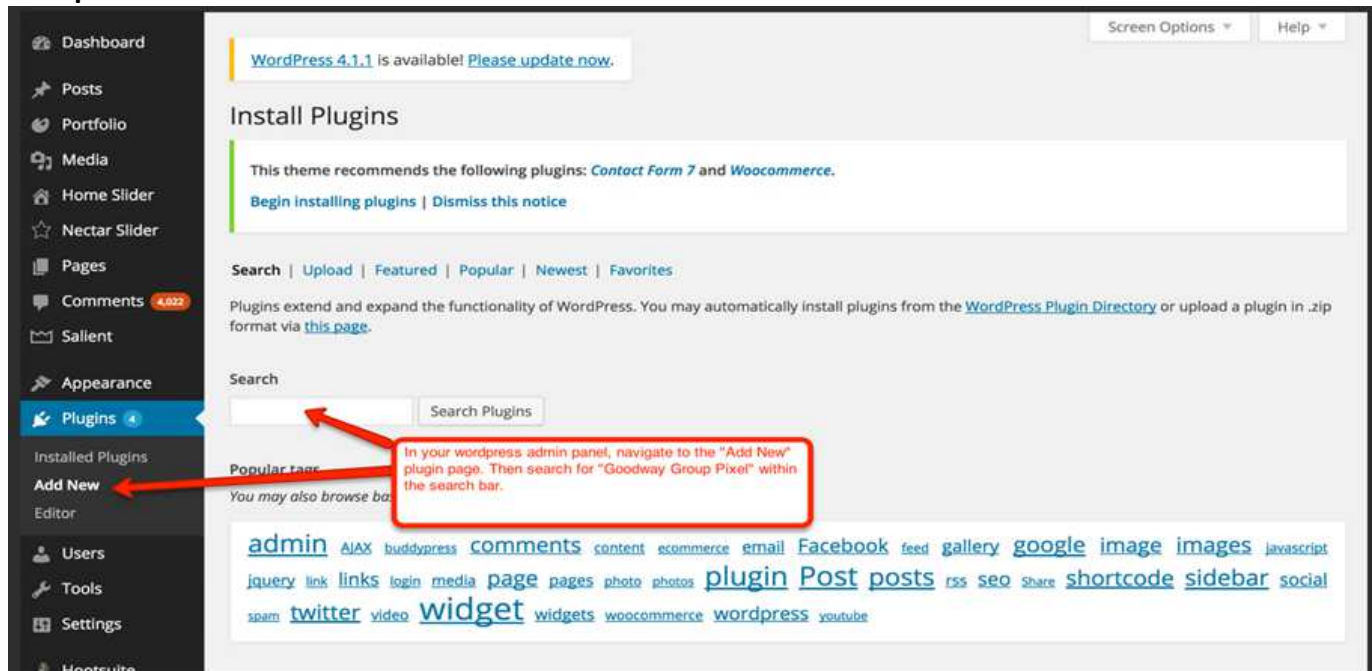
Warning: This WordPress plugin will record conversions on the page but will NOT record if the user clicks on a button.

Step 1: Identify how many Floodlights need to be implemented on the site

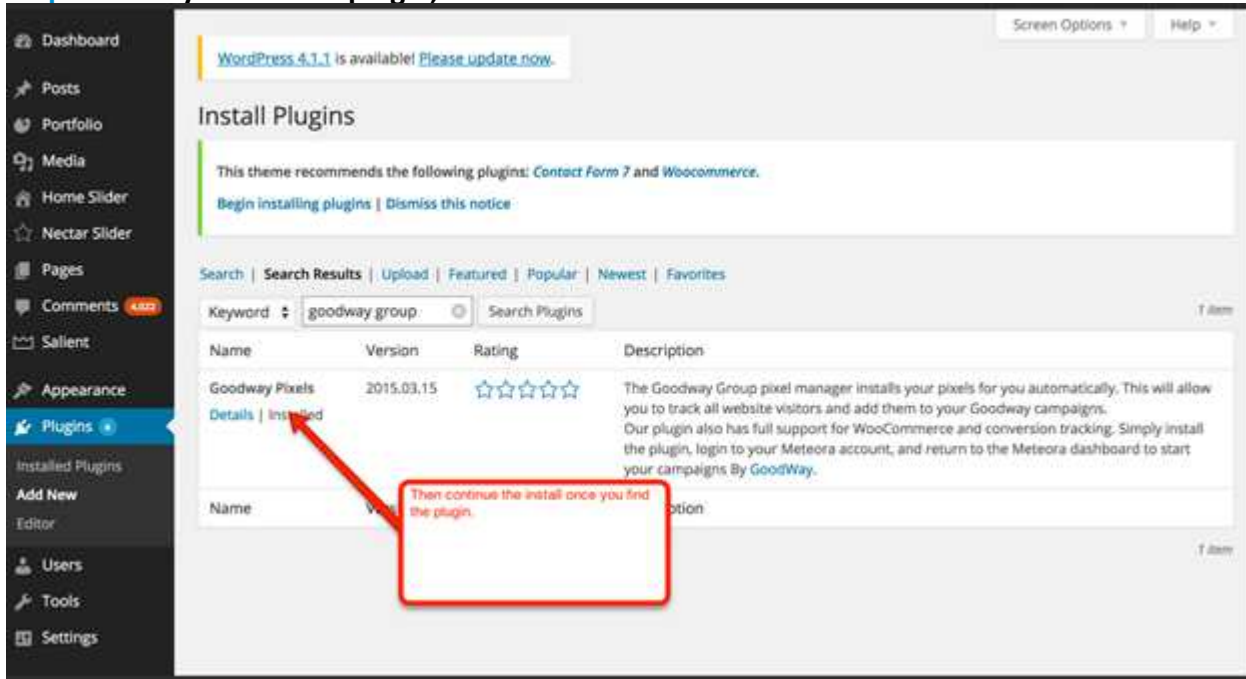
Goodway Group will provide a text document. This document includes Floodlights for **key pages** on the site as agreed upon by the client and Goodway. Typically, pages that need to be tagged include a Landing Page, Homepage, and a Conversion Page. Each Floodlight has a different **cat id**. The floodlight tag needs to be added right above the closing `</body>` tag in the page code.

Step 2: Implement the Floodlight in WordPress using the admin panel:

Go to your WordPress admin panel. Navigate to the “Add New” plugin page. Search for “Goodway Group Pixel”



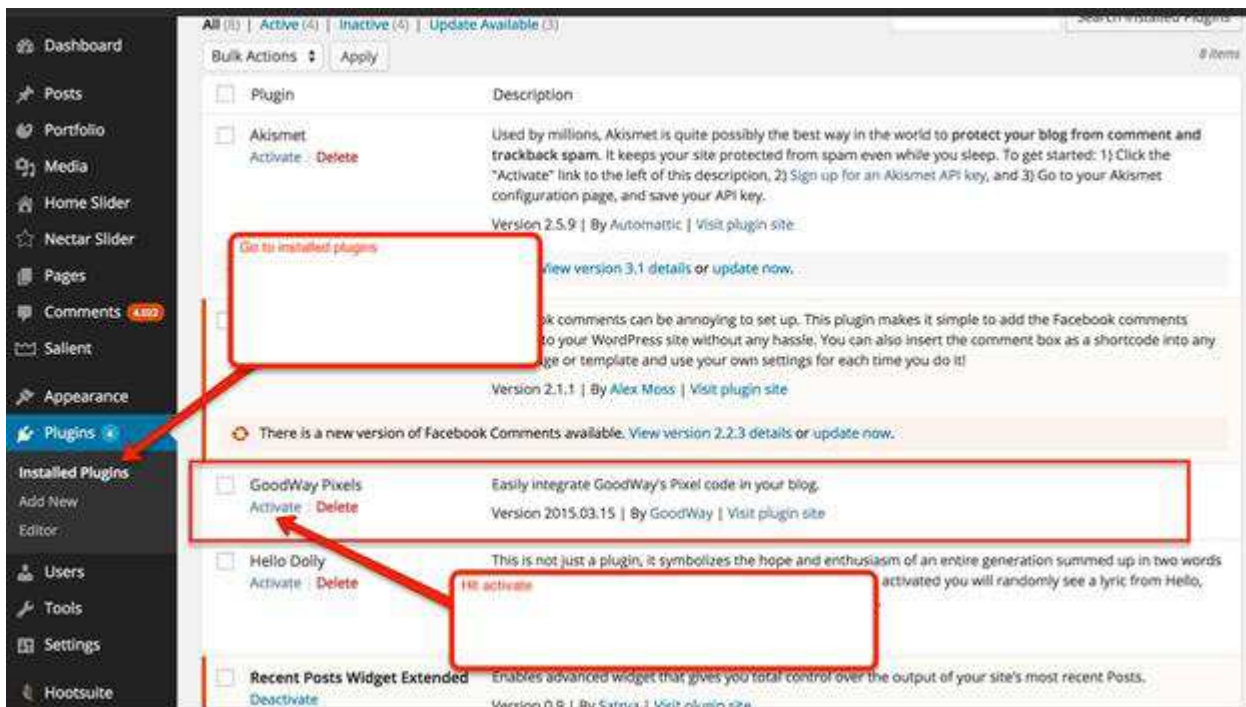
Step 3: Once you find the plugin, click to install



The screenshot shows the WordPress dashboard's 'Install Plugins' section. A search bar at the top contains the text 'goodway group'. Below the search bar, a table lists search results. The first result is 'Goodway Pixels', with a version of '2015.03.15' and a 5-star rating. A red arrow points from a red-bordered box containing the text 'Then continue the install once you find the plugin.' to the 'Details | Installed' link for the 'Goodway Pixels' plugin.

Name	Version	Rating	Description
Goodway Pixels	2015.03.15	☆☆☆☆☆	The Goodway Group pixel manager installs your pixels for you automatically. This will allow you to track all website visitors and add them to your Goodway campaigns. Our plugin also has full support for WooCommerce and conversion tracking. Simply install the plugin, login to your Meteora account, and return to the Meteora dashboard to start your campaigns By GoodWay.

Step 4: Once install is complete, navigate to Installed Plugins, click on the Activate button



The screenshot shows the WordPress dashboard's 'Installed Plugins' section. A table lists installed plugins. The 'GoodWay Pixels' plugin is highlighted with a red-bordered box. A red arrow points from a red-bordered box containing the text 'Hit activate' to the 'Activate' button for the 'GoodWay Pixels' plugin. Another red-bordered box with the text 'Go to installed plugins' points to the 'Plugins' menu item in the left sidebar.

Plugin	Description
Akismet	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from comment and trackback spam. It keeps your site protected from spam even while you sleep. To get started: 1) Click the "Activate" link to the left of this description, 2) Sign up for an Akismet API key, and 3) Go to your Akismet configuration page, and save your API key.
Facebook Comments	Facebook comments can be annoying to set up. This plugin makes it simple to add the Facebook comments to your WordPress site without any hassle. You can also insert the comment box as a shortcode into any page or template and use your own settings for each time you do it!
GoodWay Pixels	Easily integrate GoodWay's Pixel code in your blog.
Hello Dolly	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words activated you will randomly see a lyric from Hello,
Recent Posts Widget Extended	Enables advanced widget that gives you total control over the output of your site's most recent Posts.

Step 5: Once activated, click on Settings; then click on Goodway Pixels



Step 6: You will need to add each pixel and URL as a separate item. Begin with the first page/URL, and, once the pixel has been added, click “add another” until all pixels have been added

