

Integration Guide



Marin
SOFTWARE
Revenue Upload (Marin Format)

INTRODUCTION

Customers that wish to use revenue uploaded from a non-certified integration partner or from an internal data warehouse system must have the ability to parse and report on performance against specific parameters contained in the query strings of your keyword or creative destination URLs. These URL parameters can be added using our Marin standard format or your internal systems native format.

URL STRUCTURE

Please use the below URL for a reference point in understand our URL requirements.

In order for Marin to attribute conversions/revenue, each keyword, creative, product target, and placement URL must be tagged with a unique identifier (ID). We are requiring the following URL structure where the highlights represent the required Marin variables. Please note, additional parameters can be included in the URL as well.

Method	URL Sample
Multi Name Value Pair Marin Format	<code>http://www.domain.com/path/landingPage.html?mkwid=[distribution][uniq_id]&pcrid=[creative_id]&pkw=[keyword_text]&pmt=[matchtype]&pdv=[device]</code>
Single Name Value Pair Marin Format	<code>http://www.domain.com/path/landingPage.html?mkwid=[distribution][uniq_id] pcrid [creative_id] pkw [keyword_text] pmt [matchtype] pdv [device]</code>



The following table illustrates the values that will be populated when using Marin variable insertion.




Insertion Variable	Function	Google Resulting Value	Bing Resulting Value	FaceBook Resulting Value
[uniq_id]	Inserts an 8 character unique alpha-numeric ID	8 character unique ID	8 character unique ID	8 character unique ID
[distribution]	Inserts the dynamic publisher parameter for click source	{ifsearch:s}{ifcontent:c}		
[creative_id]	Inserts the dynamic insertion parameter for creative id	{creative}	{Adid}	
[keyword_text]	Inserts the dynamic insertion parameter for keyword	{keyword}	{keyword}	
[matchtype]	Inserts the dynamic insertion parameter for matchtype	{Matchtype}	{Matchtype}	
[device]	Inserts a single digit character for device type: [c, m, t] if available.	{device}	{device}	

The following lead parameters should be included for the given publisher where an “X” is present. The {device} value will either be placed within the MKWID parameter or in the PDV parameter, but not both.

Parameter Name	Insertion Variable	Google	Bing	FaceBook
mkwid	[uniq_id]	X	X	X
mkwid	[distribution]	X		
pcrid	[creative_id]	X	X	
pkw	[keyword_text]	X	X	
pmt	[matchtype]	X	X	
pdv	[device]	X	X	
Creative URL Variables		Same as Above	{param1}	Same as Above

The above arguments in [square brackets] will be translated to the following format for each publisher. Under normal circumstances, each keyword instance would have its own unique ID. (**Note:** Example below is for multiple name-value pairs.)

Publisher	Parameters Marin will utilize for Keyword Identification
	mkwid={ifsearch:S}{ifcontent:C}1a2b3C4D&pcrid={creative}&pkw={keyword}&pmt={MatchType}&pdv={device}
	mkwid=1a2b3C4D&pcrid={AdId}&pkw={keyword}&pmt={BidMatchType}&pdv={device}

Publisher	Parameters Marin will utilize for Creative and Placement Identification
	mkwid={ifsearch:S}{ifcontent:C}1a2b3C4D&pcrid={creative}&pkw={keyword}&pmt={MatchType}&pdv={device}
	{param1}
	mkwid=1a2b3C4D

*Any parameters appended to the URL must be carried through to the actual landing page.

If you are currently using a 3rd party or internal tracking solution, you may already have unique keyword IDs in use. For instance, you may already track a unique ID in your URLs, for example, the *SID*= parameter for Keyword ID and *CID*= parameter for the creative ID. Marin is flexible and can be parsed on any parameter that is already capturing the required values (shown in yellow below). You can then append any missing parameter values (shown in blue below) to the URL to make the full string of Marin required variables.

Method	URL Sample
Use Existing Parameters	http://www.domain.com/path/landingPage.html?SID=[uniq_id]&CID=[creative_id]&pkw=[keyword_text]&pmt=[matchtype]&pdv=[device]

Revenue attribution cannot happen in Marin Enterprise without the above-required values being present on URL strings. When a revenue event is loaded or tracked, Marin Search Marketer uses the values to attribute revenue and conversion data to the correct keyword, creative, product target and/or placement instance that drove the conversion.

In summary, in order to integrate with Marin Enterprise, you will need to configure your internal data warehouse or revenue capture system to track performance data against the above variables from the SEM destination URLs.

Upon initial setup, Marin will work with the client to append the necessary values to all keyword and creative URLs. Marin Software can also be configured to “auto tag” SEM URLs to meet the URL requirements.

ID PARSER SETTINGS

The following settings under keyword ID parsing will need to be configured in the Marin application.

Example below is for multiple name-value pairs:

Required Value	Leading Paramater (Start after these sequences)	Stop after these Sequences	Notes
Unique Tracking ID	mkwid=	&	This is a static unique value.
{Creative} Parameter	pcrid=, pcrd , or custom	&	This is a dynamic value served at time of click.
Keyword Text	pkw=, pkw , or custom	&	This is a dynamic value served at time of click.
Match Type of KW	pmt=, pmt , or custom	&	This is a dynamic value served at time of click.
User Device	pdv=, pdv , or custom	&	This is a dynamic value served at time of click.




Example below is for single name-value pairs:

Required Value	Leading Paramater (Start after these sequences)	Stop after these Sequences	Notes
Unique Tracking ID	mkwid=, mkwid , or custom		This is a static unique value.
{Creative} Parameter	pcrid		This is a dynamic value served at time of click.
Keyword Text	pkw		This is a dynamic value served at time of click.
Match Type of KW	pmt		This is a dynamic value served at time of click.
User Device	pdv		This is a dynamic value served at time of click.




Device Type Appended?	Device Delimiter
NO (leave box unchecked)	Pipe (" ") OR Underscore ("_")

URL BUILDER SETTINGS

The following settings are an EXAMPLE of the settings that would be used for the client in the Marin URL Builder if using the multiple name-value pair approach:

Publisher	Populated Keyword Level URL
	mkwid=[distribution][uniq_id]&pcrid=[creative_id]&pkw=[keyword_text]&pmt={MatchType}&pdv={device}
	mkwid=[distribution][uniq_id]&pcrid=[creative_id]&pkw=[keyword_text]&pmt={BidMatchType}&pdv={device}
	mkwid=[uniq_id]

The following settings should be used if using the single name-value pair format:

Publisher	Populated Keyword Level URL
	mkwid=[distribution][uniq_id] pcrid [creative_id] pkw [keyword_text] pmt {MatchType} pdv {device}
	mkwid=[distribution][uniq_id] pcrid [creative_id] pkw [keyword_text] pmt {BidMatchType} pdv {device}
	mkwid=[uniq_id]

Whether using either the single or multiple name value tracking parameters, you can take advantage of Marin URL Builder and Auto-Correct functionality.

Auto URL Correction Settings	
Auto URL Correction	On
Auto Build URLs on Creative	On
Auto Build URLs on Placements	On

CONVERSION EVENTS

The customer or partner will need to define the following attributes of conversion events they wish to import into Marin Software:

1. **Conversion Type Name** – What type of conversion is this? Is it a lead, a sale, or some other significant event that occurs on the site?
2. **Description** – Describe the actions a user must take to complete this conversion event.
3. **Source of Conversion** – What is the source of this conversion event? Is it a data warehouse or from a third party?
4. **Attribution Behavior** – Will the conversion data use “One-Per-Click” or “Many-Per-Click” attribution logic?

During the scoping of any clients/projects, this information will be shared with the Marin Software team, as it will be useful in setting up the daily revenue feed file from the internal data warehouse and conversion type configuration in the Marin application.

Marin Software cannot effectively bid against user engagement metrics like pageviews, bounces, time on site, and other non-transactional conversion information. During the review call, the client is to confirm Conversion Type setup, including # of conversions per Click and Method of Attribution (Date of Conversion/Click). In some cases Marin Software may recommend against populating your Marin account with all of your desired conversion events.

REVENUE FEED – CONFIGURATION & REQUIREMENTS

The following are technical specifications and considerations for implementing this integration. The client's data warehouse will be passing a file daily to Marin's secure FTP location. This revenue feed file will have the following properties:

File Name Format	bulkRevenue{Add Overwrite ClearAndOverwrite}_[clientname]_[YYYYMMDD].txt
Example	bulkRevenueAdd_powpowsports_20130916.txt
File Format	Tab Delimited Text

File Specifications

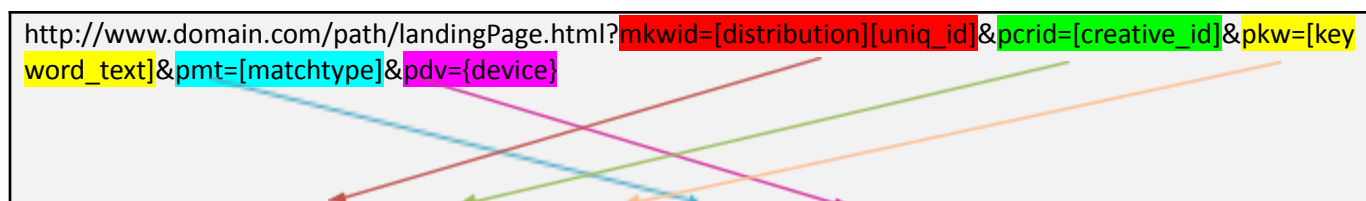
The revenue file will contain the following column headers; see example (for the "wide format", more common than the "tall format") and description below.

Column Header	Description
Date	Date of Conversion Event
Keyword ID	The value in the URL after the mkwid parameter. Marin generated unique ID per keyword/creative.
Creative ID	The value in the URL after the pcrd parameter. Dynamic Publisher inserted creative ID.
Keyword	The value in the URL after the pkwd parameter. Publisher inserted keyword text.
Match Type	The value in the URL after the pmt parameter. Publisher inserted match type of keyword.
Device	The value in the URL after the pdv parameter. Publisher inserted user device.
[Conversion Type Column Header] (Click Date) Conv ¹	Conversion Count for the Conversion Event (integer value only) on date of click. The ID is custom per integration and there can be multiple conversion types.
[Conversion Type Column Header] (Click Date) Rev ¹	Revenue amount for the Conversion Event (decimal value only) on date of click. The ID is custom per integration and there can be multiple conversion types.
[Conversion Type Column Header] (Conv Date) Conv ¹	Conversion Count for the Conversion Event (integer value only) on date of conversion. The ID is custom per integration and there can be multiple conversion types.
[Conversion Type Column Header] (Conv Date) Rev ¹	Revenue amount for the Conversion Event (decimal value only) on date of conversion. The ID is custom per integration and there can be multiple conversion types.
Currency	ISO currency code for the revenue amount (e.g. UDS, GBP, AUD, JPY)

[1] You have the choice of tracking conversions based on the date the click took place, the date the conversion took place, or both. You may exclude "(Conv Date)"/"(Click Date)" from column header if the conversion event is only tracking one or the other and not both.

Field Specifications

Using the URL example below, you can see how the values in the URL are distributed to columns in the revenue upload file.



Header:	Date	Keyword ID	Creative ID	Keyword	Match Type	Device	Sale ² (Click Date) conv	Sale ² (Click Date) rev	Sale ² (Conv Date) conv	Sale ² (Conv Date) rev	Currency
Description:	Click Date or Conversion Date	MKWID parameter	PCRID parameter	PKW parameter	PMT parameter	PDV parameter	Conv. Count based on Date of Click	Conv. Revenue based on Date of Click	Conv. Count based on Date of Conv	Conv. Revenue based on Date of Conv	ISO currency code
Data Type:	YYYY-MM-DD	String	String	String	String	String	Integer	Float ³	Integer	Float ³	Static ⁴
Sample:	2013-09-16	s1a2b3C4D	190283456	keyword	e	c	12	[250.38] or [250,38] ³	12	[250.38] or [250,38] ³	USD ⁴

Wide Format

Header:	Date	Keyword ID	Creative ID	Keyword	Match Type	Device	Conversions	Revenue	Conversion Type	Currency
Description:	Click Date or Conversion Date	MKWID parameter	PCRID parameter	PKW parameter	PMT parameter	PDV parameter	Conv. Count based on Date of Click	Conv. Revenue based on Date of Click	Column Header in the application ²	ISO currency code
Data Type:	YYYY-MM-DD	String	String	String	String	String	Integer	Float ³	String ¹	Static ⁴
Sample:	2013-09-16	s1a2b3C4D	190283456	keyword	e	c	12	[250.38] or [250,38] ³	Sales (Click Date) ¹	USD ⁴

Tall/Long Format

Wide vs. Tall/Long Formats

A conversion type in Marin consists of two columns – one for conversions and one for revenue. When using the more common “wide” format, the header for these columns is the user-defined conversion type Column Header, appended with “Conv” or “Rev”. When tracking on both Date of Click and Date of Conversion, two more columns for each track date is required. At times, Marin recommends passing a revenue file in the “tall” format, perhaps due to 3rd party limitations among other reasons.

Please click on the link below to download a sample revenue upload file in .txt format using multiple conversion types.

[Sample Revenue File \(Wide Format\)](#)

[Sample Revenue File \(Tall Format\)](#)

[2] The client will use the Conversion Types page found within the Marin application (created using the Integration Plan) to define the conversion type columns used in the revenue file using the Column Headers. If there are multiple conversion events, make sure they are created in the application, then you can add more conversion types to the file you are passing by adding them as additional columns (wide) or rows (tall) to the feed.

[3] Marin supports functionality for decimal values using a period or comma.

[4] Currency column can be excluded if it will remain consistent and unchanged.

Revenue Upload File Requirements

- Conversions must be a whole number. Fractionalized conversion not allowed.
- This is a tab delimited text file and should use .txt as the file extension.
- The date format must be YYYY-MM-DD for non-US clients. The standard date format for your locale will also work.
- Revenue is optional if uploading conversions for Cost Per Lead bidding.
- For correct keyword, creative, and group attribution, Keyword ID and Creative ID must be specified. Match Type and Keyword columns are not required but may be useful as backup when no ID matches found.
- Revenue currency must be passed using a 3-character ISO code. No currency symbols are permitted.
- The same keyword-date combination can appear multiple times in the file; these are aggregated together prior to being applied (even in overwrite mode).
- If uploading only partial revenue for the latest days (due to conversion lag, for example), please contact Marin Enterprise team to ensure bidding is not based on partial conversion and revenue information.
- If using a single conversion type, ensure that one click can result in at most one conversion. If your current revenue tracking system supports multiple conversions resulting from a single click, all revenue resulting from the single click should be rolled up into a single conversion. This ensures that the click is given the proper revenue attribution for bidding.
- The revenue number format must use a comma instead of a dot if the locale specified in Marin is FR, DE or ES.

Feed FTP Credentials

FTP Address	integration.marinsoftware.com
Login	ftp.revenue@[clientname].marinsoftware.com
Password	[TBD] ⁵
Directory	[TBD] ⁶

[5] Will be provided in a separate document for security reasons. Please reach out to your platform representative for these details.

[6] The directory will be defined in the Integration Plan as the location to drop each file will differ by client.

Data & Processing Specifications

Delivery Interval:	Daily (7 days a week)
Delivery Time:	Marin expects files to be delivered daily in the AM.
Upload Mode:	TBD – Add or Overwrite Mode
Data Lifespan in File:	Previous Day (12am-11:59pm) of Conversion Metrics, unless otherwise specified. Note that Data should be aligned with the Time Zone of your Marin Client Account, if possible.
Attribution Date:	Date of click or conversion or both provided in feed.
Attribution Lookback:	Customer to provide this information in revenue file.
Attribution Model:	Customer to provide this information - data will be 'post-attributed' in the revenue file provided to Marin.
Data Parity:	Data will be provided by the client's internal data warehouse, therefore the Marin application will match the data being delivered in the daily file. It is possible that the attribution logic of the file provided by the data warehouse will not match reports ran in internal systems if attribution settings differ.

IMPLEMENTATION CHECK LIST

Step	Task	Owner	Dependencies
1	Review Tracking Parameters and Configuration Setup	Marin & Client	
2	Setup Marin Client Accounts	Marin	
3	Setup URL Builder and ID Parser Settings	Marin	2
4	Tag URLs, QA, and traffic to Publisher	Marin & Client	2
5	Define and Setup Conversion Types	Marin & Client	2
6	Setup FTP Credentials	Marin	2
7	Send FTP Settings to client	Marin	2,6
8	Setup process to send daily data feed	Client	6,7
9	Conduct QA of Data from Revenue Data Feed	Marin & Client	8
10	Get sign-off from client on data validation	Marin	9
11	Transition client to their Client Services Team	Marin	10