

Beslist.nl Conversion Pixel

With the conversionpixel you enable Beslist.nl to register which orders have been realised. With this tool it is now possible to place well sold products higher in the ranking on Beslist.nl.

Our algorithm which is based upon popularity is a combination of CPC + CTR. Basically the article with the highest CPC+ CTR combination is ranked in the highest position. This system works quit well, but still does not give any information regarding the actual sales. When we are able to include the real sales in to the algorithm, besides the CPC+CTR, it will improve the ranking of your product portfolio immediately. The products that have proved to sell well will get an additional increase in popularity. This additional increase will be decreased from the products that are not (yet) selling well. Due to this your entire product portfolio will be ranked based upon how well your actual sales are within a couple of weeks.

By placing your best sellers first in the ranking your changes on selling even more will increase a lot. These productst have proven to be successfull on Beslist.nl. Therefor one could also assume that you will need a lower number of clicks to reach a sale (higher conversation ratio) and therefor your cost per order will decrease. This will give you the opportunity to place an even higher CPC bid which will improve the visibility of your product portfolio even more. In short: the ideal tool to manage your campaign on Beslist.nl

The only thing you need to do is place the script, on page 2 of this document, on your 'thank you for your order page' and to invoke the variables mentioned. At this moment it is not (yet) possible to show the registered orders in cl.beslist.nl. But this will change in the near future. Untill that moment we will use the data only for the purpose to be able to sort the ranking of your product portfolio in your favour.

```
<script>
  var _v = _v || [];
  _v.push(
    ['ti', '123451'],
    ['os', '20000'],
    ['pl', 'AA43434:1:2000;JJ3434423:4:10000'],
    ['oc', '995'],
    ['ident', window.location.hostname]
  );
  var _a = "/pot/?v=2.1&p=" + encodeURIComponent(_v) + "&_" + (Math.random() + "" * 1000000000000000),
  _p = ('https:' == document.location.protocol ? 'https://' : 'http://'),
  _i = new Image;
  _i.onerror = function(e) { _i.src = _p+"\x70\x32\x2E\x62\x65\x73\x6C\x69\x73\x74\x2E\x6E\x6C"+_a; _i = false; };
  _i.src = _p+"\x77\x77\x77\x2E\x62\x65\x73\x6C\x69\x73\x74\x2E\x6E\x6C"+_a;
</script>
```

Fields required

Velden verplicht mee te geven:

Key ▾	Type	Description	Value Example
ti	string	Transaction ID	123451
pl	string	productlisting [productid:count:price]	AA43434:1:2000;JJ3434423:4:10000
os	integer	Order Sum multiplied by 100	20000 (200 euro)
oc	integer	Ordercosts multiplied by 100	995 (9,95 euro)
ident	string	Identifier	www.example.com (window.location.hostname kan blijven staan tenzij expliciet anders vermeld)

www.example.com (window.location.hostname can stand unless explicitly stated otherwise)

Please note that the information shown in the script are just examples. These need to be replaced by your own variables.

Example

At PL (productlisting) you will make productid:count:price

So for 2 items of each 20.- it is 'AA43434:2:2000'

Including VAT excluding the delivery costs!

In the order sum (os) you will place the total amount

The delivery costs are the ordercosts (oc)

Can you please inform sales@beslist.nl when you have placed the conversion pixel? Then we are able to test if the information is registered correctly on our side.

Thank you in advance for your help.