



How can Brands integrate with Koflence on WooCommerce?

How does Koflence track events on WooCommerce?

Koflence tracks conversions/events from Shopify through pixels/pixel tracking.

Pixel: A pixel is a piece of HTML code that gets executed in the background whenever a specific web page/website loads(Ex: Product Landing page, User registration page).

Tracking Pixel:

```
add_action( 'woocommerce_thankyou', 'my_custom_tracking' );
function my_custom_tracking( $order_id ) {
    $order = wc_get_order( $order_id );
    $order_total = $order->get_total();
    $order_num = str_replace('#', '', $order->get_order_number());
    $city = $order->get_billing_city();
    $goal= '<Acquisition or Revshare>';
    $cart_total=WC()->cart->get_total();
    $productdata = []
    $cartdata = []
    foreach ( $order->get_items() as $item_id => $item ) {
        $product_id = $item->get_product_id();
        $product_name = $item->get_name();
        $quantity = $item->get_quantity();
        $subtotal = $item->get_subtotal();
        $total = $item->get_total();
```





```
$data=array($product_id,$product_name,$quantity,$subtotal,$total);
array_push($productdata,$data);
}
foreach ( WC()->cart->get_cart() as $cart_item_key => $cart_item ) {
    $product = $cart_item['data'];
    $product_id = $cart_item['product_id'];
    $quantity = $cart_item['quantity'];
    $price = WC()->cart->get_product_price( $product );
    $subtotal = WC()->cart->get_product_subtotal( $product,
    $cart_item['quantity'] );
    $data=array($product,$product_id,$quantity,$price,$subtotal);
    array_push($cartdata,$data);
}

$productdata=urlencode(serialize($productdata))
$cartdata=urlencode(serialize($cartdata))
echo '<iframe
    src="https://shop.kof.ai/success.jpg?offer_id={offer_id}&afgoal=' . $goal .
    '&afstatus=1&afprice=' . $order_total . '&afid=' . $order_num .
    '&custom_field4=' . $city . '&custom_field1=' . $productdata .
    '&custom_field2=' . $cartdata . '"
    height="1" width="1"/></iframe>';
}
```

Users can replace \$goal value with “Acquisition” or “Revshare” based on the campaign requirement.

How to integrate with Koflence on WooCommerce?

An Advertiser should place any one of the pixels similar to the above pixels on their Thank You Page, or in their header section.





Parameters of Interest to Koflulence:

- Checkout Object
 - Quantity of each item in the order
 - Product ID of each item in the order
 - Product title of each item in the order
 - Product price of each item in the order
 - Order ID
 - City of Shipping Address
 - Currency

- Cart Object
 - Quantity of each item in the cart
 - Product ID of each item in the cart
 - Product title of each item in the cart
 - Product price of each item in the cart
 - Currency

Voila! You are now successfully integrated with Koflulence. Once you share the attribution link with your Koflulence SPOC you will be updated on the next steps

