



How to create your tracking links with Partnerize

- 1. Login to your Partnerize account
- 2. Grab your tracking link from Campaign Tracking
- 3. Add **/adref:** parameter to your tracking link with its code from the table below
- 4. In your content, apply the tracking link with its **/adref:** code for campaign-specific tracking

	Network options & settings	
Conversion comparison	Pa 1 Manage users	
Last 7 days Previous 7 days	Company settings	
3	Account settings	
2	Payment settings	
	Notification preferences	
1	Webhooks & postbacks	
0 SA SU MO TU WE TH FR	Campaign tracking	1
	Help	F
Popular devices	Re Log out →	

1. Login and go to Partnerize > Campaign tracking link

2. Grab your link from the column Tracking link

7TransferWise

IF. PARTNERIZE

transferwise_eurnot, 🝷 D	ashboard Reporting Creative	e Payments			n of IF. PARTNERIZE •
Campaign Tracking					
Filters	Tracking				
Search Q	Campaign Title	Default Destination	Publisher Reference	Deeplink	Tracking Link
	Transferwise EUR - NOT LIVE	https://www.transferwise.com			https://prf.hn/click/camref:1011l4PzE

It should be in this format: https://prf.hn/click/camref:xxxxlyyyy

The default landing page is <u>https://transferwise.com/</u>. If you want a different landing page, you need to add this into the column **Deeplink**, and your tracking link will be updated.

These are the main TransferWise landing pages:

- Money transfer: <u>https://transferwise.com/</u>
- Borderless and card: <u>https://transferwise.com/gb/borderless/</u>
- Business: <u>https://transferwise.com/gb/business/</u>

3. Include /adref: into your default tracking link for the different pages you advertise TransferWise on

Important!

You'll need to add the **/adref:** parameter and its code into your default tracking link to create a bespoke link which tracks clicks and conversions per page, article or banner on your site. It's simple to do and you'll get much richer insights as a result.

This excel, which you can download and use, will help you do this.

Your link should be in this format: https://prf.hn/click/camref:xxxxlyyyy/adref:A

Content types	Adref Tracking link code
Comparison table	AA
Comparison table in generic content	AB
Comparison table in country guides (eg. send money to India)	AC

TransferWise



TransferWise review	А
Borderless review	В
Card review	С
TransferWise for Business	D
Country guides	Е
TransferWise vs <competitor> Optional: Replace (competitor) with name eg. PayPal</competitor>	F(competitor)
Open a bank account in <country> Optional: Replace (country) with name eg. Spain</country>	G(country)
Open a multi-currency account	Н
Receive money	I
Buy property	J
Moving to <country> Optional: Replace (country) with name eg. Spain</country>	K(country)
Study in <country> Optional: Replace (country) with name eg. Spain</country>	L(country)
Exchange rate in <country> Optional: Replace (country) with name eg. Spain</country>	M(country)
Generic content	Ν
SWIFT/BIC content	0
IBAN content	Р
IFSC content	Q
Sort code pages	R
Routing number pages	S
BSB numbers pages	Т
Other	U





If you have pages on a topic that is not on the list which performs well for you we would love to hear from you about it!

Calculator widget parameters

How do I create a tracking link that pre-populates the calculator widget on the TransferWise homepage with specific source and target currency and source amount?

Eg. If you promote TransferWise via a comparison table and a user initiates a search on your website for cost of converting 1000 USD to EUR and you want to send the user to our homepage with these values already added (this can boost conversion rate).

This is the deeplink URL that you would need to insert. Bear in mind that you can also dynamically populate the highlighted parameters.

https://transferwise.com/?sourceCurrency=<mark>USD</mark>&sourceAmount=<mark>1000</mark>&targetC urrency=<mark>EUR</mark>&fixedtarget=true

You can dynamically insert the following:

- sourceCurrency=XXX (3 letter currency code)
- sourceAmount=XXXX (amount to be transferred from source currency)
- targetCurrency=XXX (3 letter currency code for the target currency)

Please note: Currently the transfer amount can only be amended for the source currency. Cannot set the calculator to show the amount you'd like to send in the target currency.