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TURNING DATA INTO DECISIONS : CLICKBANK × REDTRACK WEBINAR

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WELCOME

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Meet Your Presenter



Mychal Lowman

Business Development Manager, ClickBank

- 7 years helping advertisers win traffic and affiliates scale on the best-performing offers
- Partnered with many of the industry’s top affiliates to find winning offers
- Focused on improving conversion and scaling strategically

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Today’s Agenda

01 The Front-End Data

02 Front-End Data to Campaign Decisions

03 Tracking It with RedTrack, Meta & TikTok

04 Walkthrough: One Campaign, Two Views

05 Live Q&A

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What Is ClickBank?

HOW A CLICKBANK SALE WORKS

01 An affiliate finds an offer in the ClickBank Marketplace

02 **They** get approved and begin sending traffic through their own tracking link

03 The end customer checks out on ClickBank's order form

04 ClickBank processes the payment and pays the commission to the affiliate

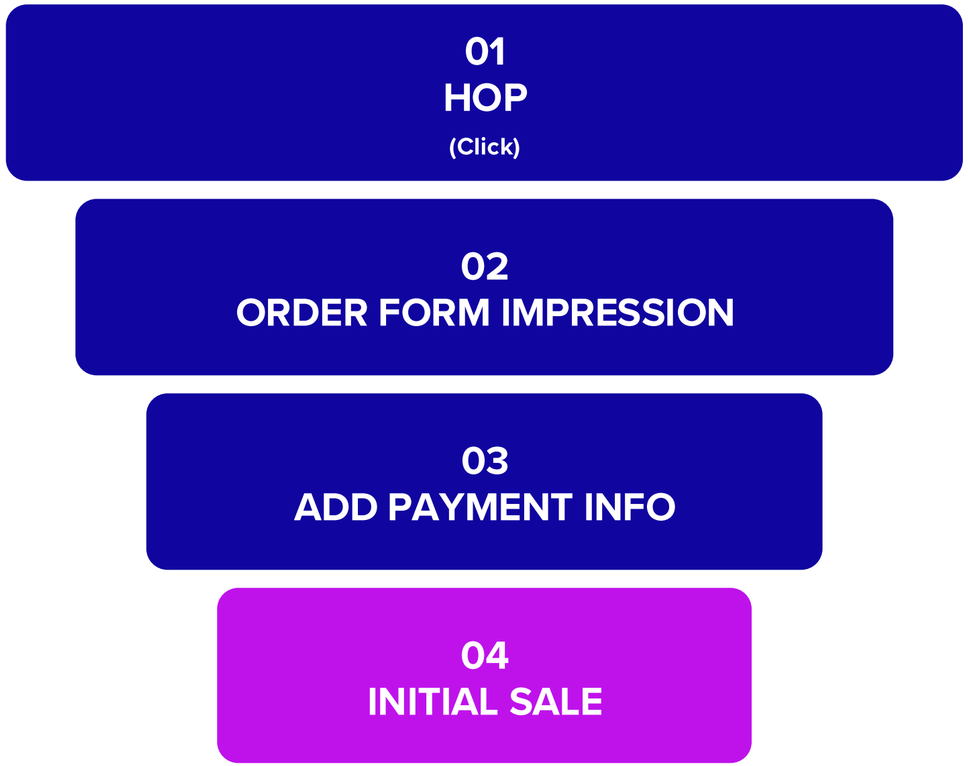
A marketplace and a payment processor in one

- **Marketplace:** hundreds of thousands of affiliates find offers here, and the best performers rise to the top
- **Owns the checkout:** ClickBank runs the order form and collects payment, like a niche Amazon for direct response
- **Runs the back end:** affiliate payouts, one 1099 per affiliate, fraud screening and compliance
- **One view of your data:** one login, with clicks, checkouts and sales reported the same way across every offer

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The Front-End Funnel

ClickBank owns the order form, so it can report every step from click to sale



Someone clicks your link

Tagged with your tracking parameters, it tells you which ad, angle and audience drove the visit.

They reach ClickBank's checkout

Click → order form rate shows whether your ad and presell match the offer.

They start entering payment details

Real buying intent, and a new ClickBank mid-funnel signal now available to affiliates

You earn the commission

The purchase event you optimize your traffic toward.

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Where to Find the Data

What ClickBank shows you, and what it sends your tracker

- **Hops & Order Form Impressions —** your daily “is this campaign working?” check
  - Find it: Reporting & Sales Analytics (Order Form Impressions sent to your performance tracker)
- **Conversion rate and EPC by parameter —** split any metric by source, campaign, ad or creative
  - Find it: Sales Analytics, grouped by tracking parameter (only you can see them in your CB analytics)
- **Add Payment Info —** buyers who started entering payment details
  - Find it: exclusive Postback/Pixels event, sent straight to your performance tracker (RedTrack)
- **Initial Sales and Commission —** every sale with its receipt, order ID and your earnings
  - Find it: Transaction Detail Report, or {receipt_id} and {affiliate_earnings} in your postback

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Anatomy of an Enriched Link Without Redtrack

hop.clickbank.net/?affiliate=you&vendor=offer	Your ClickBank Hoplink
customofferdomainhere.com/?affiliate=you	Your ClickBank Direct Hoplink
&tid{clickid}	RedTrack's click ID
&traffic_source=facebook	Platform that sent the click
&traffic_type=paid	Paid, organic, email…
&campaign={{campaign.name}}	Meta fills these three in
&adgroup={{adset.name}}	automatically when the ad
&ad={{ad.name}}	links straight to ClickBank
&creative=blue-skies-3	Creative or angle you're testing
&aff_sub1=lander-b	Anything else: lander, geo…

20+ parameter slots · visible only to you in Sales Analytics, and returned in every postback

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Find the Leak

Each step-to-step rate points to a different fix

Click → order form low? The ad or presell promises something the offer page doesn't deliver, or the link is losing traffic. Test the hook and the bridge page first.

Order form → add payment info low? People reach checkout but hesitate. Compare by angle — the creative may be attracting curious clicks, not buyers.

Add payment info → sale low? Intent was there but checkout didn't finish. Check device and country splits, and flag a sudden drop to the offer owner.

Then compare by parameter. Split every rate by campaign, ad and creative so you scale the combinations that convert, not just the ones that click.

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Common Front-End Mistakes

OPTIMIZE FOR

BUYERS

NOT CLICKS

Send Meta and TikTok the events closest to the sale

What holds front-end campaigns back

- **Optimizing on clicks or page views —** the algorithm finds clickers, not buyers
- **Counting upsells as purchases —** inflates your purchase count and blurs who's a new buyer
- **Untagged links —** no way to see which ad or angle actually converts
- **Two senders on one pixel —** ClickBank's and RedTrack's integrations double-count the same sale
- **Treating platform numbers as truth —** ClickBank is the source of truth for actual sales

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Postback vs. INS vs. API

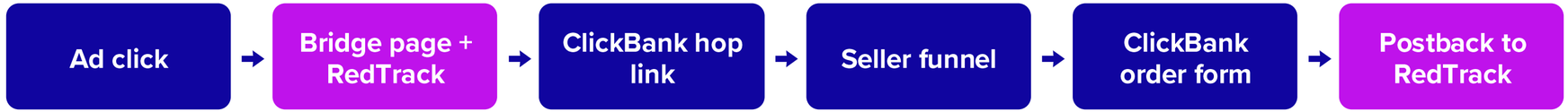
ClickBank event	S2S Postback	INS	API
Order form impression	✓	✗	✗
Add payment info	✓	✗	✗
Initial purchase	✓	✓	✓
Upsell purchase	✓	✓	✓
Configurability	Customizable	Static	Static
Customer name & email	None	Seller only	Seller only
Best for	**Front-end optimization**	Post-sale reporting	Custom reporting

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Three Attribution Patterns

PATTERN 01

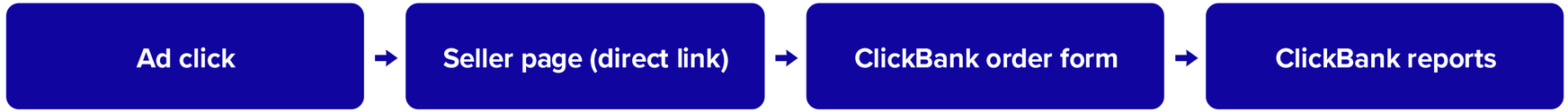
Bridge page



Most control and the easiest tracker setup, but the bridge page adds a click.

PATTERN 02

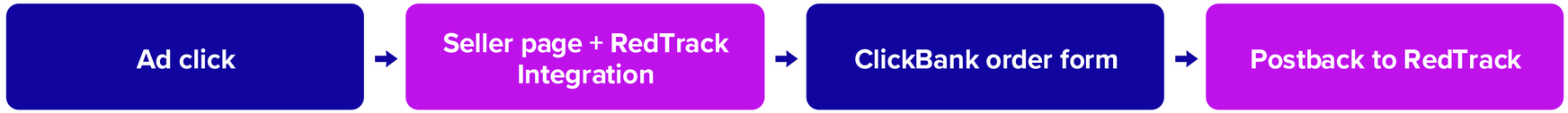
Direct link



Fewest clicks and nothing to maintain, but no third-party tracker in the loop.

PATTERN 03

Direct link + RedTrack



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ClickBank + RedTrack Setup

01

Add conversion types in RedTrack

Tools → Conversion tracking: InitialOrderFormImpression, AddPaymentInfo, InitialPurchase (optional: UpsellPurchase). Names must match each postback's type= value exactly.

02

Tag the click

In the RedTrack offer, add **tid={clickid}** to your ClickBank link — plus traffic_source, campaign and creative for ClickBank's own reports.

03

Add the postback in ClickBank

Integrations → Postback/Pixels → Custom, Affiliate role, S2S, one URL per event:
.../postback?eventid={event_id}&sub2={receipt_id}&clickid={tid}&sum={affiliate_earnings}&type=EventName

04

Join with cost

Connect Meta or TikTok in RedTrack and turn on cost sync, so spend lands next to every click, checkout and sale.

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Pick One Event Sender

RedTrack's CAPI and Events API when RedTrack is in your stack

Why RedTrack. One place to map events, choose what Meta and TikTok receive, set the value, add matching data, sync spend and automate rules. The win is control, not magic attribution.

When ClickBank fits. Direct-linking without a tracker? ClickBank's built-in Meta and TikTok integrations send checkouts and purchases. Pass fbclid or ttclid on your link and filter to traffic_source=facebook or tiktok.

Never both. Two senders firing the same purchase to one pixel double-count unless deduplication is proven. ClickBank's postback can feed RedTrack without turning on ClickBank's own CAPI.

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Map Every Event

CLICKBANK	REDTRACK TYPE	META EVENT	TIKTOK EVENT
Hop	RedTrack click	—	—
Order form impression	Add to Cart	Add To Cart	Add to Cart
Add payment info	Initiate Checkout	Initiate Checkout	Initiate Checkout
Initial purchase ★	**InitialPurchase**	**Purchase**	**Complete Payment**
Upsell purchase	UpsellPurchase	—	—

★ **Optimize toward the initial purchase.** Keep upsells out of Purchase and Complete Payment, and never leave a TikTok event on the generic “other” type — it can’t optimize.

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Meta Playbook

META SETUP

Sender: **RedTrack CAPI**

Optimize: **Purchase**

Value: **{affiliate_earnings}**

Keep: **fbclid · fbc · fbp**

Tracking: **No-redirect**

Getting the cleanest purchase signal to Meta

- **No-redirect tracking:** use RedTrack's script on your lander with a custom domain; Meta generally rejects redirect links
- **Don't touch the template:** keep fbclid, sub19 (fbp) and sub20 (fbc), plus the ad, ad set and campaign IDs for cost sync
- **Purchase = initial sale:** conditional postbacks keep upsells and checkout events out of Purchase
- **Real commission as value,** then add zip and an external ID to lift Event Match Quality
- **Impression cost sync:** counts spend on ads that got no clicks, so CPA stays honest

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TikTok Playbook

TIKTOK SETUP

Sender: **RedTrack Events API**

Optimize: **Complete Payment**

Keep: **ttclid**

Event ID role: **Set**

Tracking: **No-redirect**

What's different from Meta

- **Two click IDs:** TikTok's ttclid and RedTrack's click ID do different jobs; keep both
- **Standard events only:** anything left on the generic "other" type won't optimize
- **Set an Event ID role:** otherwise RedTrack sends the click ID, and one click can bring several purchases
- **Payments ≠ new buyers:** ClickBank's direct integration sends upsells as Complete Payment too
- **Costs and limits:** turn on Auto update costs; Smart campaign budgets must be edited in TikTok

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Pass More, Unlock More

ADD TO YOUR SETUP

{event_id}

{affiliate_earnings}

{order_id}

{postal_code}

aff_sub1 – aff_sub5

Small additions that sharpen your signal

- **Event ID:** give it RedTrack's Event ID role so retries never double-count
- **Real commission:** use {affiliate_earnings}, not {total_transaction_amount}, which includes tax and shipping
- **Order ID:** ties a sale to its upsells without counting them as new buyers
- **Zip for Meta:** map {postal_code} to the Zip role and check your EMQ score in RedTrack
- **Test labels:** aff_sub1–5 for lander version, angle or audience; keep unique IDs out

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One Campaign, Two Views

ILLUSTRATIVE · $6,000 spend, 2,000 clicks each on two creatives, same offer

CLICKBANK VIEW · ACCOUNT LEVEL

4,000 hops
All traffic, both creatives

1,400 order forms
35% of hops reach checkout

120 initial sales
3% conversion · $50 CPA

Decision: looks fine, scale everything

REDTRACK VIEW · BY CREATIVE

A: $31.58 CPA
900 checkouts → 380 add payment → 95 sales

B: $120 CPA
500 checkouts → 110 add payment → 25 sales

Leak: click → order form
B: 25% reach checkout vs. 45% for A

Decision: shift budget to A

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Your Next Steps

Six things to do this week

01 **Tag every link:** traffic_source, campaign, adgroup, ad and creative

02 **Send the front-end events:** order form impression, add payment info, initial sale

03 **Re-check your mapping:** every type= value must equal a RedTrack conversion type

04 **One sender per platform:** RedTrack's CAPI for Meta, Events API for TikTok

05 **Optimize on the initial sale:** valued at your real commission

06 **Test it:** real purchase (test cards don't fire postbacks), then check the logs

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QUESTIONS?