

1. How does the Conversion measuring work and what does it bring?

We believe that Heureka is the most useful and convenient long-term source of customers for e-shops. And that is why we created a tool that will help e-shops to evaluate the efficiency of their investment put into Heureka. It measures how many orders and how much money will an investment of 1000 Kč bring.

Return rate is a key decision making criteria for an investment in Heureka. So if you have not measured your efficiency in any way, we do recommend using this free service.

- a) How many % of clicks through are converted into an order, including sales from these orders and return rate on money paid for clicks through (Full implementation)
- b) Conversion rate in % (Limited implementation) only

If you want to use the information on return on your investment and then adjust your spending on Heureka, you have to choose Full implementation.

2. Implementation

2.1 Limited implementation

If you can't intervene in your e-shop too much, you can try an easy implementation that only requires an input of static piece of code into the website of an e-shop. Conversion statistics will only show conversion ratio (ratio orders/clicks through).

Steps:

1. Copy generated code named Limited conversion measuring in the admin tab
2. Enter the code to the HTML site that is displayed after completing an order (most commonly this site says thanks to a customer for the purchase and shows a summary info of received order).

Important! Insert the code in to the body of HTML site, between <body> and </body>. Entering it in to a different part could lead to malfunction of conversion or displayed site.

2.2. Full implementation

This option is recommended to all e-shops because it allows following more statistic information and then better evaluating a campaign on Heureka. You can see not only how many % of Heureka customers made a purchase at your e-shop but also a return on your investment.

Conversion measuring will answer the question "How much sales did 500 Kč spent for clicks through in LCD Tv category bring in last 30 days?"

Steps:

1. Use following code as a base
2. Replace yellow marked entries with the actual data from an order
3. Enter in to HTML site that is displayed after completing an order (most commonly this site says thanks to a customer for the purchase and shows a summary info of received order).

Code for Heureka.cz

```
<script type="text/javascript">var _hrq = _hrq || [];  
  
_hrq.push (['setKey', PUBLIC_API_KEY]);  
  
_hrq.push (['setOrderId', ORDER_NUMBER]);  
  
_hrq.push(['addProduct', PRODUCT_NAME, PRODUCT_PRICE, NUMBER_OF_PRODUCTS]);  
  
_hrq.push (['addProduct', PRODUCT_NAME2, PRODUCT_PRICE2, NUMBER_OF_PRODUCTS2 ]);  
  
_hrq.push(['trackOrder']);  
  
(function () {var ho = document.createElement('script'); ho.type = 'text/javascript'; ho.async  
= true; ho.src = ('https:' == document.location.protocol ? 'https://ssl' :  
'http://www') + '.heureka.cz/direct/js/cache/1-roi-async.js';var s =  
document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ho, s);})();</script>
```

Code for Heureka.sk

```
<script type="text/javascript">var _hrq = _hrq || [];  
  
_hrq.push (['setKey', PUBLIC_API_KEY]);  
  
_hrq.push (['setOrderId', ORDER_NUMBER]);  
  
_hrq.push(['addProduct', PRODUCT_NAME, PRODUCT_PRICE, NUMBER_OF_PRODUCTS]);  
  
_hrq.push (['addProduct', PRODUCT_NAME2, PRODUCT_PRICE2, NUMBER_OF_PRODUCTS2 ]);  
  
_hrq.push(['trackOrder']);  
  
(function () {var ho = document.createElement('script'); ho.type = 'text/javascript'; ho.async  
= true; ho.src = ('https:' == document.location.protocol ? 'https://ssl' :  
'http://www') + '.heureka.sk/direct/js/cache/2-roi-async.js';var s =  
document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ho, s);})();</script>
```

Description of JavaScript code method

Name	Description	Example of use
setKey	It sets up your public key that is used for verification of your e-shop when dealing with requests. This key is automatically entered to a code that can be found in your admin tab. Do not change this key.	<code>_hrq.push(['setKey', 'ABCDEFGH12345NOPQRS1111123456789']);</code>
setOrderId	It sets an order number that was generated in your system. Calling this method is not mandatory however it can be an assurance against duplicate order reporting and resulting in an inaccurate statistics.	<code>_hrq.push(['setOrderId', '12345']);</code>
addProduct	<p>Insert this line as many times as how many different products are in customer's order. If the name of the product has the apostrophe (') you have to escape it with backslash \</p> <p>Adds:</p> <ul style="list-style-type: none"> • Name of product (it has to match the name you send in XML feed) • Price of a product including VAT and mandatory fees (for decimal point use a dot (.)!)) • Quantity of purchased products in an order. 	<code>_hrq.push(['addProduct', 'Držák do auta -Nokia3310', '299.99', '1']);</code>
showGuaranteeOrder	Only for e-shops with Purchase guarantee certificate – ensures the display of his order guarantee. This information will be displayed in to HTML element NAZEV_ELEMENTU	<code>_hrq.push(['showGuaranteedOrder', 'NAZEV_ELEMENTU']);</code>
trackOrder	Sends the order in to our system.	<code>_hrq.push(['trackOrder']);</code>

Notes for the implementation

- **Important! Insert the code in to the body of HTML site, between <body> a </body>. Entering it in to a different part could lead to malfunction of conversion or displayed site.**
- Both implementations use synchronized JavaScript API interface. So you do not have to worry about our server's unavailability interfering with the operation of your e-shop.

Notes for Conversion measuring

- Orders from one customer within 5 minutes are considered as fraudulent.