

Conversion Codes

A conversion code will allow you to track the origination point of a purchase. It is added to your portal URL to differentiate between links on your site, promotions, banner ads, SEO advertising, social media posts, and so on. It allows you to track enrollments from different sources to determine the effectiveness of your marketing.

How to add a conversion code:

You're in complete control of conversion codes. Simply add the parameter below to your portal link.

?conversionCode=yourcode

Note: "Yourcode" represents the origination point of the purchase. It can be any combination of alpha numeric characters. The character limit is 20 characters.

Examples:

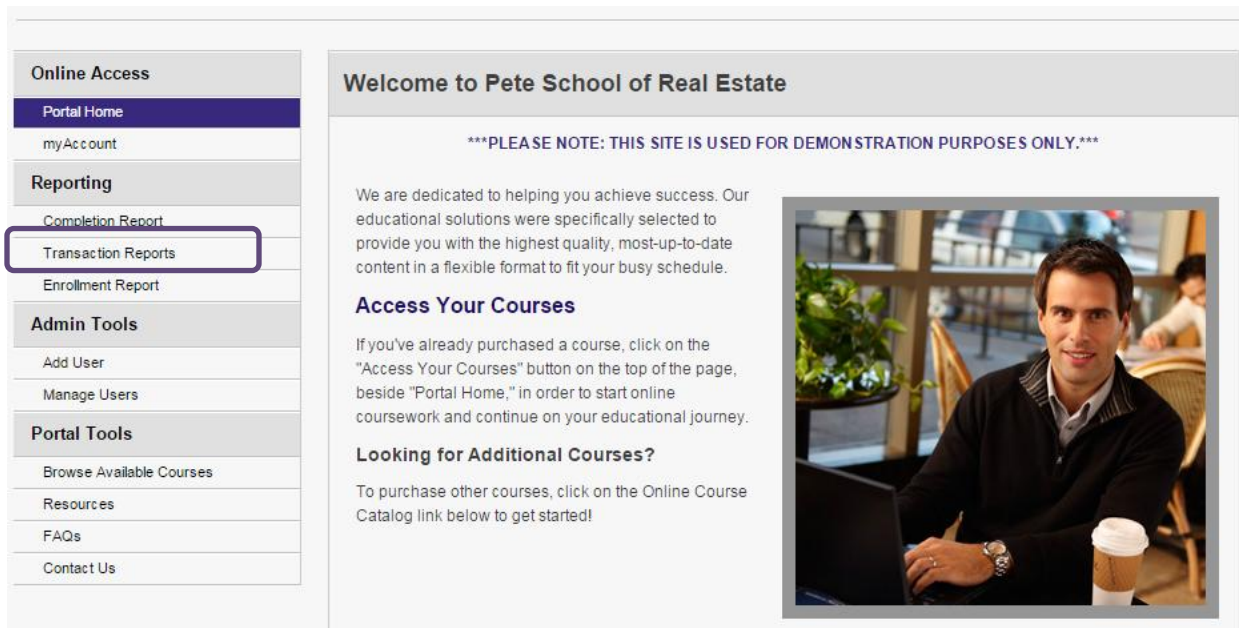
[https:// portal.recampus.com/re/yourportalcode?conversionCode=mainwebsite](https://portal.recampus.com/re/yourportalcode?conversionCode=mainwebsite)

[https:// portal.recampus.com/re/yourportalcode?conversionCode=julypromo](https://portal.recampus.com/re/yourportalcode?conversionCode=julypromo)

[https:// portal.recampus.com/re/yourportalcode?conversionCode=facebook](https://portal.recampus.com/re/yourportalcode?conversionCode=facebook)

How to track conversion code activity:

To track the conversion codes that you have set up, you can use the Transaction Report. This can be accessed by administrators on the left navigation menu.



The screenshot shows the REcampus portal interface. On the left is a navigation menu with the following sections:

- Online Access**
 - Portal Home
 - myAccount
- Reporting**
 - Completion Report
 - Transaction Reports** (highlighted with a red box)
 - Enrollment Report
- Admin Tools**
 - Add User
 - Manage Users
- Portal Tools**
 - Browse Available Courses
 - Resources
 - FAQs
 - Contact Us

The main content area is titled "Welcome to Pete School of Real Estate" and contains the following text:

PLEASE NOTE: THIS SITE IS USED FOR DEMONSTRATION PURPOSES ONLY.

We are dedicated to helping you achieve success. Our educational solutions were specifically selected to provide you with the highest quality, most-up-to-date content in a flexible format to fit your busy schedule.

Access Your Courses

If you've already purchased a course, click on the "Access Your Courses" button on the top of the page, beside "Portal Home," in order to start online coursework and continue on your educational journey.

Looking for Additional Courses?

To purchase other courses, click on the Online Course Catalog link below to get started!

On the right side of the main content area, there is a photograph of a man sitting at a desk with a laptop and a coffee cup.

You will see a search field for Conversion Code on the right side of the screen. When you click the drop down arrow, you will see the conversion codes that have had sales activity. By selecting a code here, you will then get a report that lists only the activity for that code.

Transaction Report

Region: REDemo Product Group: - Select -

First Name: Course Subject: - Select -

Last Name: Product Name:

Order Number: Conversion Code: Facebook

Order Date: Last 7 Days From: 01/15/2015 To: 01/22/2015 (mm/dd/yyyy)

Search Clear

View All Excel PDF

Please note: Account changes can take up to 15 minutes to appear in reports.

Search Results

1 of 1 Show 25 items

Order #	Date	Price	Tax	Shipping	Total	Purchased By	Cost Center	PO #
6309362	01/21/2015	\$0.00	\$0.00	\$0.00	\$0.00	Marianne Ganzon		

1 of 1 Show 25 items

If you do not make a selection from the Conversion Code field, you will get a report of all sales activity in the date range selected and the Conversion codes will show on the list when exported.

File Home Insert Page Layout Formulas Data Review View

Protected View This file originated from an Internet location and might be unsafe. Click for more details. Enable Editing

A1 Portal Transaction Report Export Summary

Portal Transaction Report Export Summary

*Amount will be shown when the order is fully invoiced

Order Number	Conversion Code	Purchased By	Cost Center	PO Number	Subtotal	Tax	Shipping	Total Price	Order Date
6312928		Keppen, Rob			\$0.00	\$0.00	\$0.00	\$0.00	1/22/2015
6309362	Facebook	Ganzon, Marianne			\$0.00	\$0.00	\$0.00	\$0.00	1/21/2015
6309078		Ganzon, Marianne			\$0.00	\$0.00	\$0.00	\$0.00	1/21/2015
6286178		Phillips, DeAnna			\$0.00	\$0.00	\$0.00	\$0.00	1/16/2015