

Reporting, Tracking and more

CreditSnap Tracking overview:

CreditSnap supports two tracking parameters:

1. referralCode (to be used at campaign level)
2. subID (to be used at lead level)

usage exaple: <https://apply.creditsnap.com/product/PP?referralCode=google-ads&subId=acb-dkls1-78sh>

Both are optional. For API channel, these can be passed as a part of the API payload

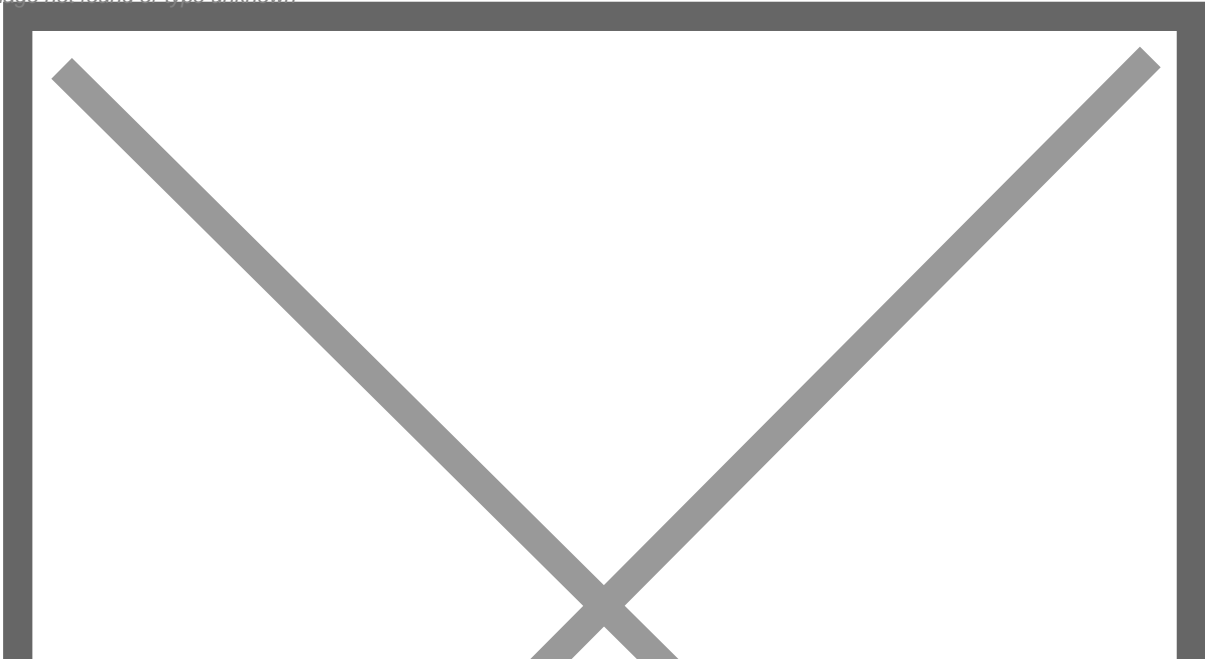
ReferralCode Overview:

1. when referralCode passed in the URL as url parameter, it will be populated with the param value
2. In the absence of these variables, system has the automatic capability to look for utm_source, utm_medium and utm_campaign params, and if they are, then they will be captured and appended together into referralCode
 - Note that these parameters will be sued ONLY IF referralCode is not there
3. This will be displayed under "Referral#" column on the dashboard - the value on the top (see screenshot attached. "testing" is a referralCode on that particular applicaiton)

subID Overview:

1. When subID passed in the URL as url parameter, then subID parameter will be populated with the param value
2. This will be displayed under "Referral#" column on the dashboard - the value at the bottom (see screenshot attached. "123456" is a subId on that particular applicaiton)

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