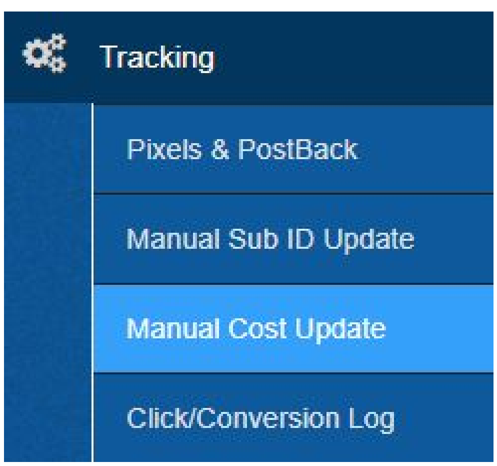
So you've gone ahead and created a campaign. It's been tested by you and now it's been turned live for visitors to visit your funnel and convert on your offer. What are some items you want to make sure of when you're analyzing the campaign?

1. **Did all clicks get tracked?**
   This is very important, considering ThriveTracker's whole purpose is to keep an eye on all aspects of your campaigns.
   a. **You'll want to compare the stats on the traffic source to what ThriveTracker is showing (so long as the numbers are within 2% of each other, you're in good shape). If it's more than 2% variation, speak with your rep at the traffic source to see what their story is, and then speak with our staff as well. With more information, it's easier to troubleshoot and get things fixed.**
   b. **You'll also want to compare the stats on the offer network to what ThriveTracker is showing. These metrics should be within 1% of each other, and conversions should be identical. If any of this is not true, follow the same steps as above. Reach out to the rep at the offer network to see if all is well on their side and then pass any info from that conversation along to our staff. If there is any issue, we'll be able to find it and help you fix it.**
2. **Is your CPC on your traffic accurate?**
   You set your CPC on your traffic when you set up the campaign, but you set it up with a default amount. There is a good chance that default amount may be inaccurate from day-to-day.
   a. **To ensure the best possible accuracy on your metrics, you can go back and update your CPC after the fact. You'll need to visit insertyourthrivetrackerdomainhere.com/#/tracking/manual_cost to do so. You can access this in the sidebar menu.**



b. Here, you can select any campaign(s) that need to be updated and utilize the tool at the bottom to make your changes.

3. Want to review the individual clicks in your campaign?
   Many users will review regularly to see trends in conversions. Visitor behavior will reveal the keys on how to optimize your campaigns.
   a. You'll want to start by visiting the Click/Conversion Log in your install. It's right underneath the option for Manual Cost Update in the sidebar menu.
   b. The default range on the page will be for today, so adjust that as necessary to review your clicks. This is where each click subID is stored and you can find all of the information gathered on each subID by downloading the .csv file.

   c. With this information in-hand, you can start to learn more about who your audience is in your campaign and really begin to optimize for that audience. The better suited your campaign is for the right audience, the better ROI you're going to have!

Have more questions about your first campaign? Reach out to our Support Staff by visiting support.thrivetracker.com or by emailing us at support@thrivetracker.com