# DRTV-to-Web Tracking Alert
URLs like these:
www.domain.com/tv/32
do **not** work!

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Take a look at how DRTV advertisers are attempting to track web activity, and 99% of what you see are URLs that have their tracking codes after the .COM. After tracking DRTV-to-web for 10 years and trying every possible URL structure, we know that consumers **do not type what comes after the ".com" because they know it's not necessary to get to the web site.**

A decade of data and observations have told us that "suffix" tracking (where the tracking code follows the .COM) categorically do not work. Over 95% of consumers do not type in "offer/32" in this URL structure: **www.domain.com/offer/32.** When we tested "prefix" URLS (i.e. **22.domain.com**), compliance jumped to over 85% and with the addition of algorithms, we see about 95% compliance.

We've found that the "suffix" approach is very problematical for four major reasons:

- 96.8% of consumers do NOT type what appears after .COM, so it's totally useless
- If the consumer mistypes anything after the .COM/, he/she will get a "page not found" or similar error, causing confusion
- Numerous suffix codes are difficult to administer, as you need to create a separate directory or folder for each one
- If you have to make a change, you have to make that change to every page that you've created to handle multiple tracking URLs – imagine if you have 100 pages, making one correction to each one would take a lot of time, and plenty of room for error would result

On the other hand, the "prefix" approach is much better for four major reasons:

- 86.7% of consumers type the full URL including the code, because they believe it is necessary
- If the consumer mistypes the code, he/she still gets to the correct page, and most of the typos can be easily allocated to the correct code
- It's easy to set up: one directory/folder with an unlimited number of codes
- If you have to make a change, you make that change just once

So the first step in solving the DRTV-to-web issue is understanding that suffix URLs don't work and that prefix URLs do.

Next, let's take a look at the actual domain. For almost every client, we've created unique URLs that are reserved only for DRTV generated web traffic. We've kept branding intact by using product names in many cases. Examples:

- 23.TryWindTunnel.com
- 10.uBidTV.com
- 163.TVrhino.com
- 23.GetJelSleep.com
- 22.FreeMotionTV.com

There are many ways to create branded URLs that achieve tracking goals:

- Add a verb before the company domain: 44.TryXYZ.com
- Add a verb before the product domain: 28.BuySuperSlicer.com
- Add "TV" into the company domain: 32.XYZtv.com
- Add "TV" into the product name: 65.BuySuperSlicerTV.com

If you have a relatively small number of URLs to track, you can do away with numbers and use action words:

- Get.SuperSlicer.com
- Buy.SuperSlicer.com
- Try.SuperSlicer.com

The bottom line: embrace the correct way to track DRTV-to-web orders and you will probably be stunned at the results!

To our knowledge, our proprietary tracking system is the only one that can track media placements down to the daypart and network/station level with only one URL. We'll be more than happy to get into greater detail.

More on this topic:

- **Tracking DRTV Orders Leads to Smarter Media Placements**
  http://AA1.acquirgy.net

- **Would You Cancel a Profitable DRTV Infomercial or Short Form?**
  http://AA2.acquirgy.net

**To Learn More About How We Grow Our Clients' Businesses:**
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