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AIX TRAINING GUIDE 13 OF 15 · FREE

WP Conversion Tracker
Track Every Click And Every Sale

Tracking links on your own domain, one sub ID for every placement, every sale from every platform matched to its click, and an AI analyst that tells you what to scale.

Kevin Fahey · ResultsAiX.com

Most marketers can tell you how many people clicked yesterday. Far fewer can tell you which email, ad, partner or solo ad vendor actually made them money. WP Conversion Tracker AI was built to give you that second answer.

I built the first version for my own links many years ago, and I still use it on every link I share. If you picked it up during a launch and set up one or two links, this guide is your invitation to come back and use everything you own.

All the way through we use one example business, **Brightline Coaching**, which sells a workshop, a templates pack and a few affiliate offers. Every screenshot is a real WP Conversion Tracker AI screen.

What you will have by the end of this guide

- Tracking links on your own domain, with a sub ID for every email, ad, post and partner
- Every sale recorded from the platforms you sell on, matched to the click that produced it, with refunds taken off
- Earnings per click by source, profit on paid traffic, and a verdict on every link
- A ten minute weekly routine and a 14-day plan to put it all in place

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PART 1

Why Tracking Pays For Itself

Without tracking, every marketing decision is a guess. You send an email, run an ad, buy a solo ad or mail for a partner, and at the end of the week you know roughly how much came in. What you do not know is where it came from, so the next decision is a guess too.

With tracking, the same week tells you a story. The Tuesday email made three sales and the Friday one made none. The retargeting ad earns six times more per click than the cold ad. One solo ad vendor sends buyers and another sends clicks that never buy. The partner who mailed on Thursday sent more registrations than your own list. Each of those facts tells you what to do next, and that is where the money is.

Your Data, On Your Own Site

WP Conversion Tracker AI is a WordPress plugin. Every click, lead and sale is stored in your own WordPress database, so no outside tracking service sits between you and your numbers, and nothing leaves your site unless you send it. Links are unlimited, and the reports keep your full history for as long as you want it.

PART 2

How The Tracker Works

Everything in the tracker rests on one simple idea: every click gets its own number, called a click ID, and every lead or sale is matched back to that number. Once you see the four steps, every screen in the plugin makes sense.



▶ **Watch the video**

WP Conversion Tracker AI Demo

Create	Click	Convert	Report	Decide
a tracking link on your own domain →	the visitor gets a click ID and is sent on →	they opt in or buy on any page or platform →	the lead or sale comes back with the click ID →	scale what earns, change what does not

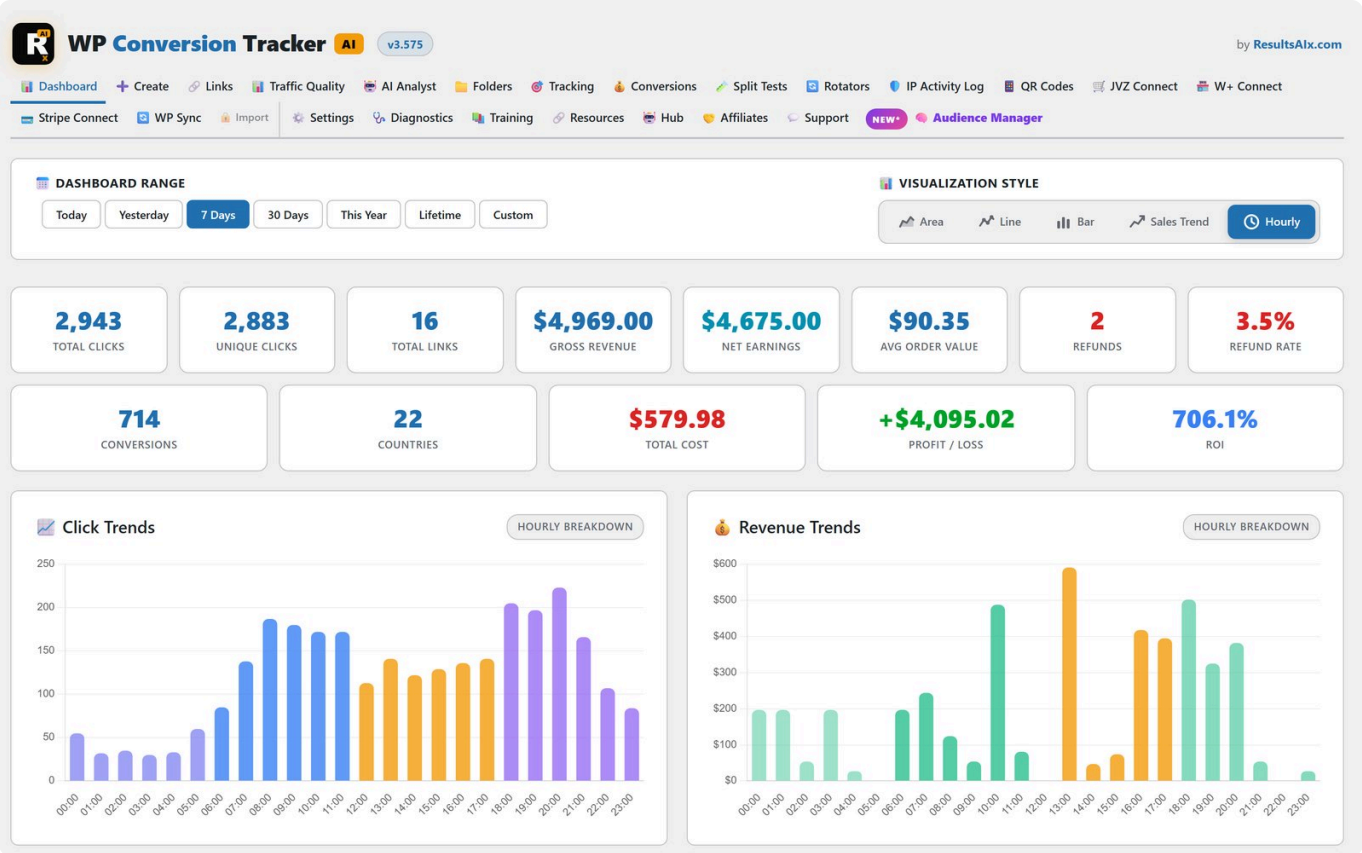
When someone clicks yoursite.com/workshop, the tracker records the click, gives it a click ID, adds that ID to the destination address and sends the visitor on. When that person later opts in or buys, a small pixel on the thank you page or a notification from the payment platform sends the click ID back, and the tracker joins the lead or sale to the original click. That is how a sale on another website still lands on the right link, the right email and the right sub ID.

The Words You Will See Everywhere

Term	What It Means
Tracking link	A short address on your own domain, such as yoursite.com/my-offer, that records the click and forwards the visitor to the real page.
Click ID	The unique number given to every click. It is the glue between a click and the sale it produced.
Sub ID	A label for where the link was shared, added after the slug: yoursite.com/my-offer/facebook. One link, as many sub IDs as you like.
Lead (Conversion A)	A conversion with no money attached: an opt-in, a webinar registration, a free download.
Sale (Conversion B)	A conversion with revenue: a purchase, an upsell, a subscription payment.
EPC	Earnings per click: revenue divided by unique clicks. The single best number for comparing sources of very different sizes.
Gross and net	Gross is what the customer paid. Net is what you keep after fees and affiliate splits, with refunds taken off.

Where Everything Lives

The plugin adds one menu to WordPress, **WPC Tracker**. Inside it, the tab row gives you the Dashboard, Create, your Links and Folders, the Tracking setup page, Conversions, and Settings. Add-ons place their own tabs in the same row: Pro Tools adds Traffic Quality, the AI Analyst, Split Tests, Rotators and the IP Activity Log, and the marketplace add-ons add their own connect screens. Tabs for add-ons that are not on your licence yet appear as small locked tabs, so you can always see what else is available.



The whole site at a glance, for any date range.

The Dashboard is the bird's eye view of the whole site: clicks, revenue, refunds, conversions and countries for any date range, with click and revenue trends underneath. With Pro Tools you also get Total Cost, Profit / Loss and ROI at the top. Every card has a small × to hide it, so you can keep only the numbers you read.

PART 3

Your First Hour

A tidy first hour saves you a lot of head scratching later. Here is the order I would follow on a fresh install, or on a site where the tracker has been sitting quietly since the day you bought it.

1. **Update to the latest version.** Updates arrive through the normal WordPress Plugins screen, and the Settings tab has a Check For Updates Now button. Update the main tracker first, then the add-ons.

2. **Activate your licence.** Enter your licence key and the email it was issued to. The Settings tab shows your activated sites, and you can free a slot from any of them.

3. **Run the Setup Wizard.** It checks your permalinks, looks for other link plugins that might share your slugs, helps you create a first link and choose your attribution model, and walks you through the

WarriorPlus and JVZoo setup when those add-ons are installed. You can run it again any time from Settings, Tools.

4. **Block your own IP.** Settings, IP Blocking, Block My Own IP. Your own test clicks then stop counting, so your numbers stay clean from day one.

5. **Choose a slug prefix if you need one.** If another link plugin uses your root slugs, set a prefix such as track or link and your tracker links live at yoursite.com/track/your-slug. The Diagnostics tab spots this for you and sets it in one click.

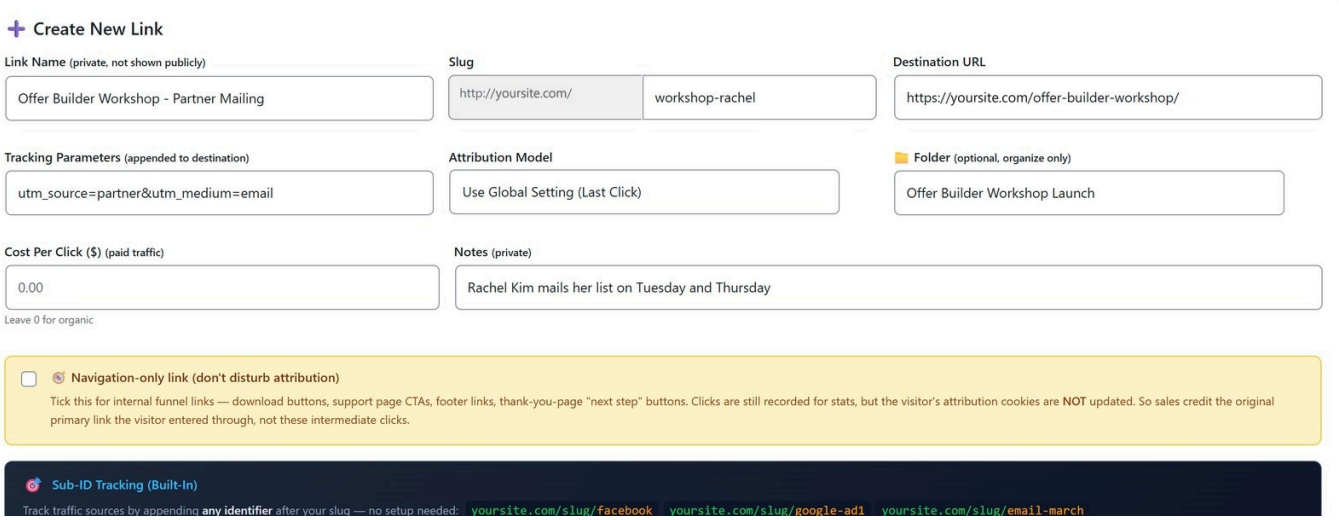
6. **Pick your attribution model.** Last Click credits the most recent tracking link a visitor clicked; First Click credits the link that first brought them in. Most marketers start with Last Click and override single links where it helps.

> **Which add-ons do I have?**
>
> The complete tracker comes with five add-ons: Pro Tools, WarriorPlus Connect, JVZoo Connect, QR Codes and the Link Importer, and Stripe Connect is free for every owner. Each one is its own small plugin on your Plugins screen. Open the WPC Tracker menu and look at the tab row: everything you own is ready to use, and a small locked tab shows anything you can still add.

PART 4

Create Your Tracking Links

A tracking link is the address you share instead of the real page. It looks like yoursite.com/workshop, it lives on your own domain, and it sends every visitor to the destination you choose while it records the click. Open the **Create** tab.



One link per offer, on your own domain.

Field	What To Put In It
Link Name	A private label only you see, written so you will recognise it in six months: "Offer Builder Workshop - Partner Mailing".
Slug	The short path on your domain. Keep it short, lowercase and easy to say: workshop, planner, webinar.
Destination URL	The real page: your sales page, opt-in page, affiliate link or checkout.
Tracking Parameters	Optional extra tags added to the destination, for example utm_source=partner&utm_medium=email, so your analytics see them too.
Attribution Model	Leave it on the global setting, or make this one link First Click or Last Click.
Folder	Pick a folder or create a new one right here. Folders are for organising only.
Cost Per Click and Notes	With Pro Tools: what each click costs on paid traffic, and a private note about the campaign.

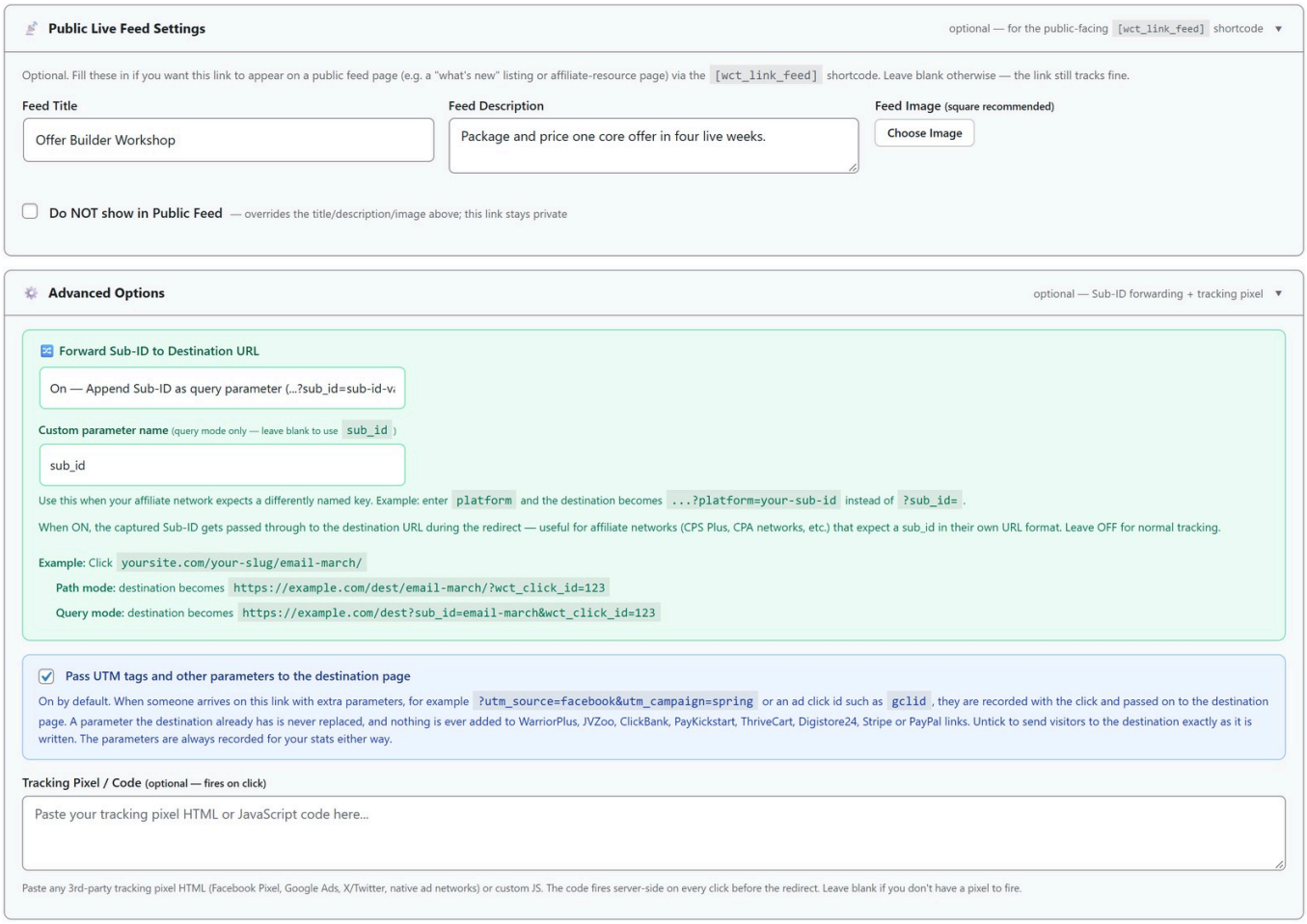
Press **Create Link** and the link works straight away. Copy it from the Links table with the Copy button, open it once in a private window to see it land, and it is ready to share.

The Navigation-Only Box

Some links are not traffic sources at all: the download button on a thank you page, a support link in a footer, a "next step" button inside your funnel. Tick **Navigation-only link** on those. Their clicks are still counted, but they leave the visitor's attribution alone, so the sale keeps its credit with the email, ad or partner that actually brought the buyer in.

Public Feed And Advanced Options

Two folding panels sit at the bottom of the form. **Public Live Feed Settings** gives the link a title, a description and an image for your public link page, covered in Part 11. **Advanced Options** holds sub ID forwarding, UTM pass-through and an optional tracking pixel that fires on the click.



Feed card details and sub ID forwarding.

Option	When To Use It
Forward Sub-ID to Destination URL	When an affiliate network wants your sub ID in its own address. Choose path mode (example.com/page/your-sub-id/) or query mode (example.com/page?sub_id=your-sub-id), and set your own parameter name if the network expects a different one. Leave it Off for WarriorPlus links: the tracker already uses WarriorPlus's own fields to carry the click ID.
Pass UTM tags and other parameters	On by default. Tags that arrive on your link, such as utm_source or an ad click ID, are recorded with the click and passed on to the destination page. Links to payment platforms are always left exactly as they are.
Tracking Pixel / Code	Paste an ad platform's pixel to fire on every click before the redirect, so your ads learn from your tracked traffic.

Change The Destination, Keep The Slug

One of the best things about owning your links is that the address you shared never has to change. Promoting a new offer next month? Edit the old link and point it at the new page. Every email, video description and forum signature that carries the link now sends people to the new offer, and the link's history stays in one place. Successful marketers treat a slug as permanent once it is out in the world, and change the destination as often as they like.

See WP Conversion Tracker AI →

PART 5

One Sub ID For Every Placement

If you take one habit from this guide, take this one. **Create one link per offer, and give every place you share it its own sub ID.** A sub ID is anything you add after the slug, and it needs no setup at all:

- yoursite.com/workshop/email-day1
- yoursite.com/workshop/webinar-room
- yoursite.com/workshop/partner-rachel

- yoursite.com/workshop/yt-description

Every one of those goes to the same sales page. The tracker stores the sub ID with the click, and the link's Stats page shows a row for each one with its clicks, conversions, revenue, conversion rate and EPC. One link, one set of totals, and the full breakdown underneath.

This is exactly how I run my own business. Every link in every email, every button on my pages, every link in a webinar room or on a slide is a tracking link with its own sub ID. When a sale comes in, I know which email, which day and which button it came from, not just which offer.

A Naming System That Stays Readable

Sub IDs show up in tables and exports, so a simple pattern pays off. Start with the channel, then the detail.

Channel	Pattern	Examples
Your emails	email-day or email-topic	email-day1, email-day3, email-lastcall, tue-tips
Social posts	platform-placement	ig-bio, fb-group-post, yt-description, tiktok-bio
Paid ads	platform-adset or a dynamic value	fb-ad-video, fb-ad-carousel, google-brand
Partners	partner-name	partner-rachel, partner-tom-mail2
Solo ads	solo-vendor or order number	solo-inboxpros, order-1, order-2
Your own pages	page-button	blog-sidebar, receipt-button, webinar-room
Print and offline	item-place	flyer-june, booth-a, card-back

Keep sub IDs short, lowercase and joined with hyphens. They are case sensitive, so Facebook and facebook are two different rows. Use a single segment after the slug; for values with spaces or slashes, use the query form instead: yoursite.com/my-offer?sid=value, ?sub_id=value or ?subid=value all work the same way.

Your Subscriber's Email As The Sub ID

In an email broadcast you can put each subscriber's own address in the sub ID spot using your email tool's merge tag, for example yoursite.com/my-offer/{email}. The tracker then knows who clicked. On the link's Stats page, all those email clicks are added up into one tidy **Email subscribers** row, so they never bury your real sources, and a **Show who clicked** list underneath names the people, buyers first. When you send from ResultsAiX Mailer, its {{email}} merge tag does this for you.

Dynamic Sub IDs For Paid Ads

Ad platforms can fill in the keyword, ad or campaign for you at the moment of the click. Paste a tracking template into the campaign settings, for example {lpurl}/?sub_id={keyword}_{adgroupname} in Google Ads, or sub_id={{ad.id}}_{{adset.id}} in the URL parameters field of a Facebook ad, and every click arrives with its own detail as the sub ID. Use the query form for paid traffic, because keywords often contain spaces. For solo ads, put the vendor name in the address you send them: yoursite.com/my-offer/solo-vendorname.

Know Which Email, Ad And Partner Made You Money

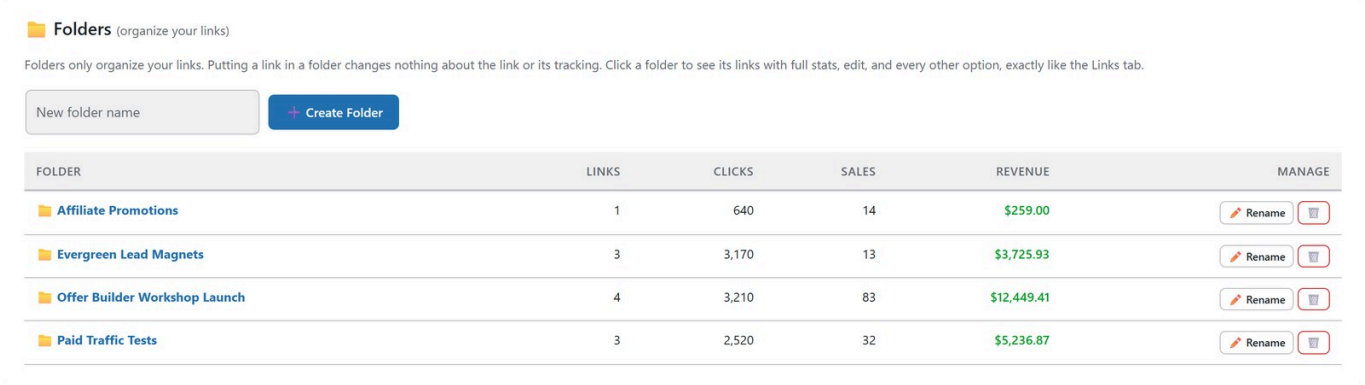
Tracking links on your own domain, unlimited sub IDs, and every sale from every platform matched to the click that made it, all inside your own WordPress.

See WP Conversion Tracker AI →

PART 6

Folders And The Links Table

Once you are past a dozen links, a little organisation keeps everything quick to find. Open the **Folders** tab, type a name and press Create Folder, or create one straight from the Folder box on the Create form.



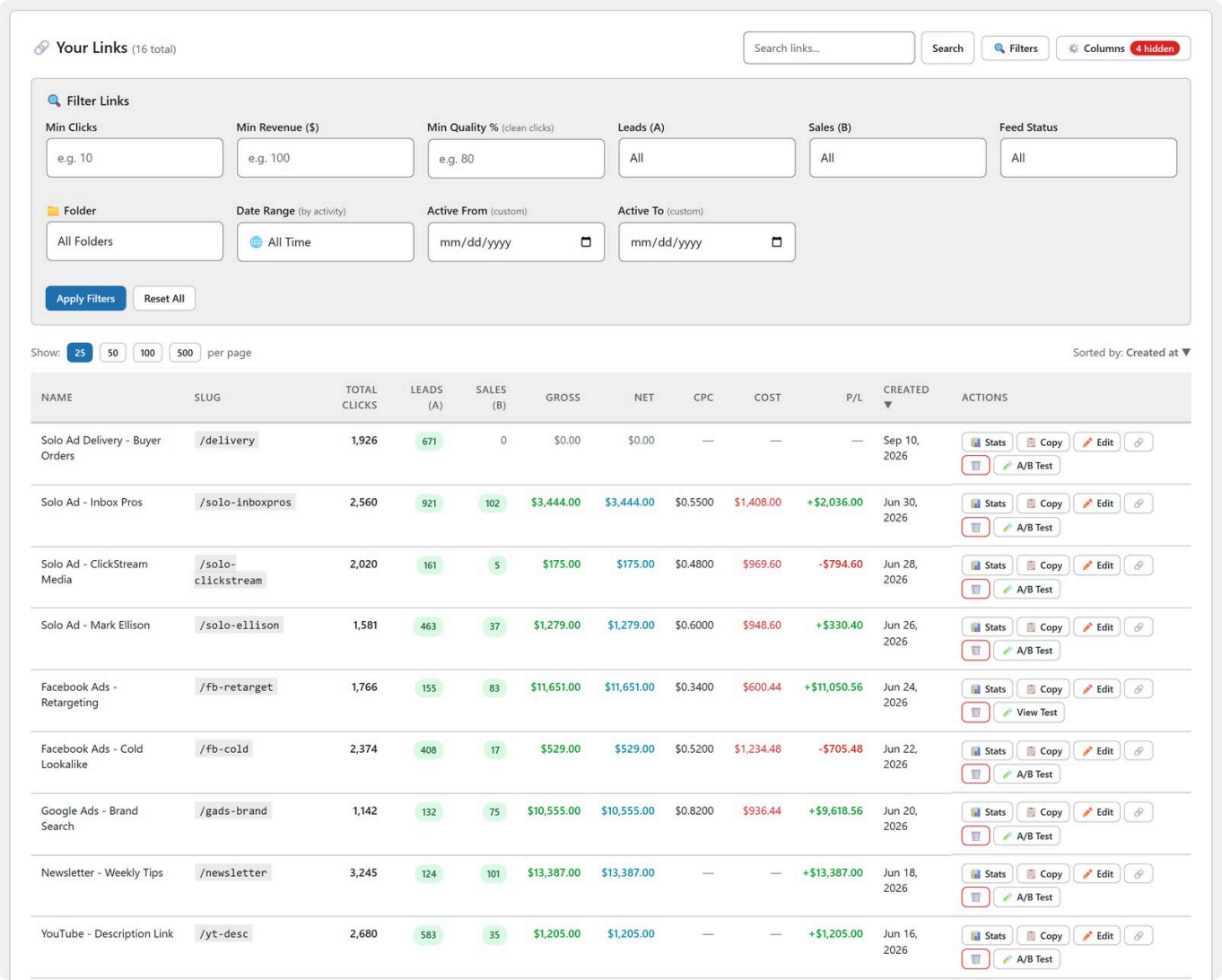
Compare whole campaigns at a glance.

Each folder shows how many links it holds with their total clicks, sales and revenue, so you can compare a whole launch against your evergreen offers at a glance. Folders never change how a link tracks, and renaming or removing a folder never touches a link or its data: links in a removed folder simply become Unfiled.

> **Folders for campaigns, sub IDs for sources**
>
> Make one folder per campaign, client or launch: "Offer Builder Workshop Launch", "Evergreen Lead Magnets", "Affiliate Promotions". Let sub IDs handle the traffic sources inside each link. That way a folder answers "how is this campaign doing?" and a sub ID answers "which placement did best?"

The Links Table

The **Links** tab lists every link with its clicks, leads, sales, gross and net revenue, and with Pro Tools, its cost per click, total cost and profit or loss.



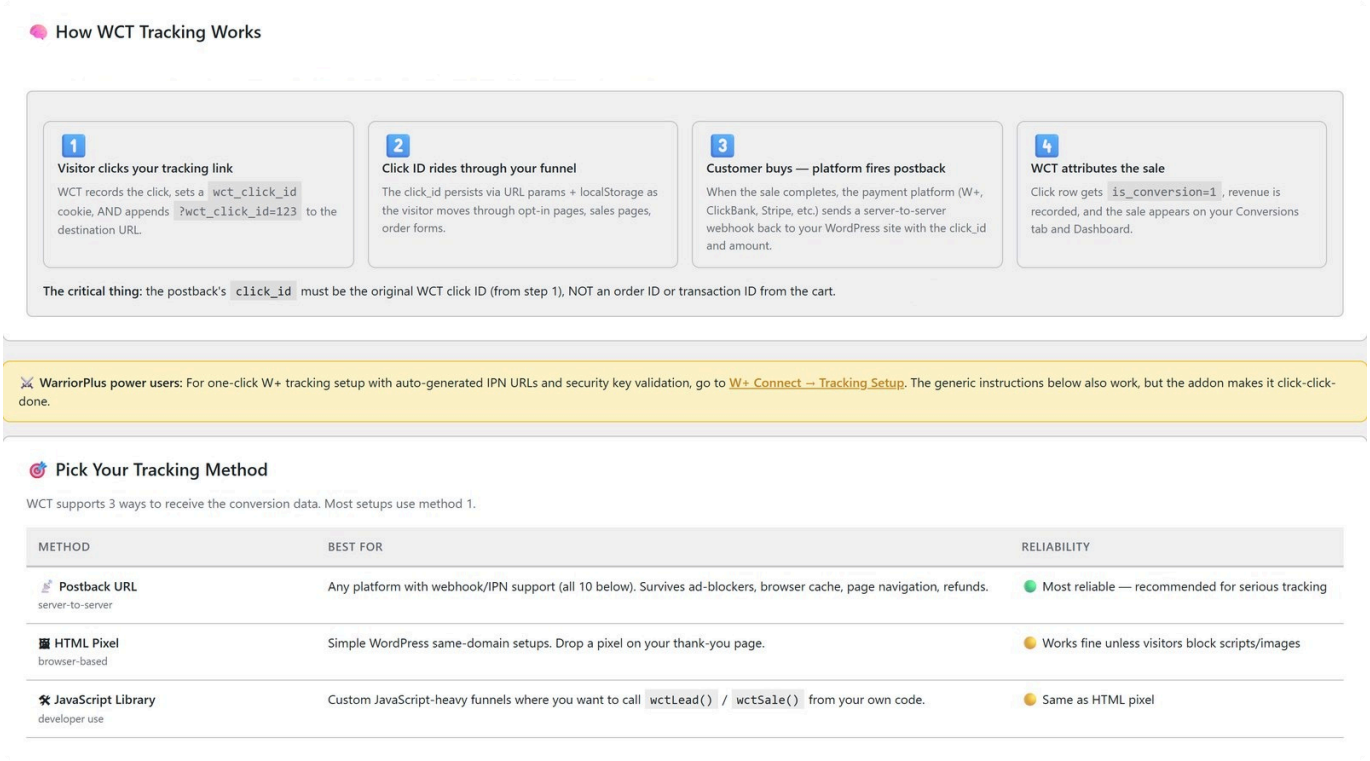
Every link with its money columns.

- **Sort** by clicking any column heading: revenue, sales, clicks, quality or date.
- **Search** by name, slug, destination or feed title.
- **Filters** narrow the list by minimum clicks or revenue, leads or sales, folder, feed status and an activity date range, which shows the links that had clicks or sales in that period.
- **Columns** lets you hide what you do not use, and shows a count of hidden columns with a one-click Show all.
- **Row buttons** give you Stats, Copy, Edit and a preview of the live link, plus an A/B Test button with Pro Tools.

PART 7

Record Every Sale

Clicks tell you about interest. Sales tell you about money. This part connects the places where you actually get paid, so every sale lands on the right link. Open the **Tracking** tab: it explains the flow, gives you every address and snippet with your own domain already filled in, and has a setup card for each major platform.



The Tracking tab explains the whole flow.

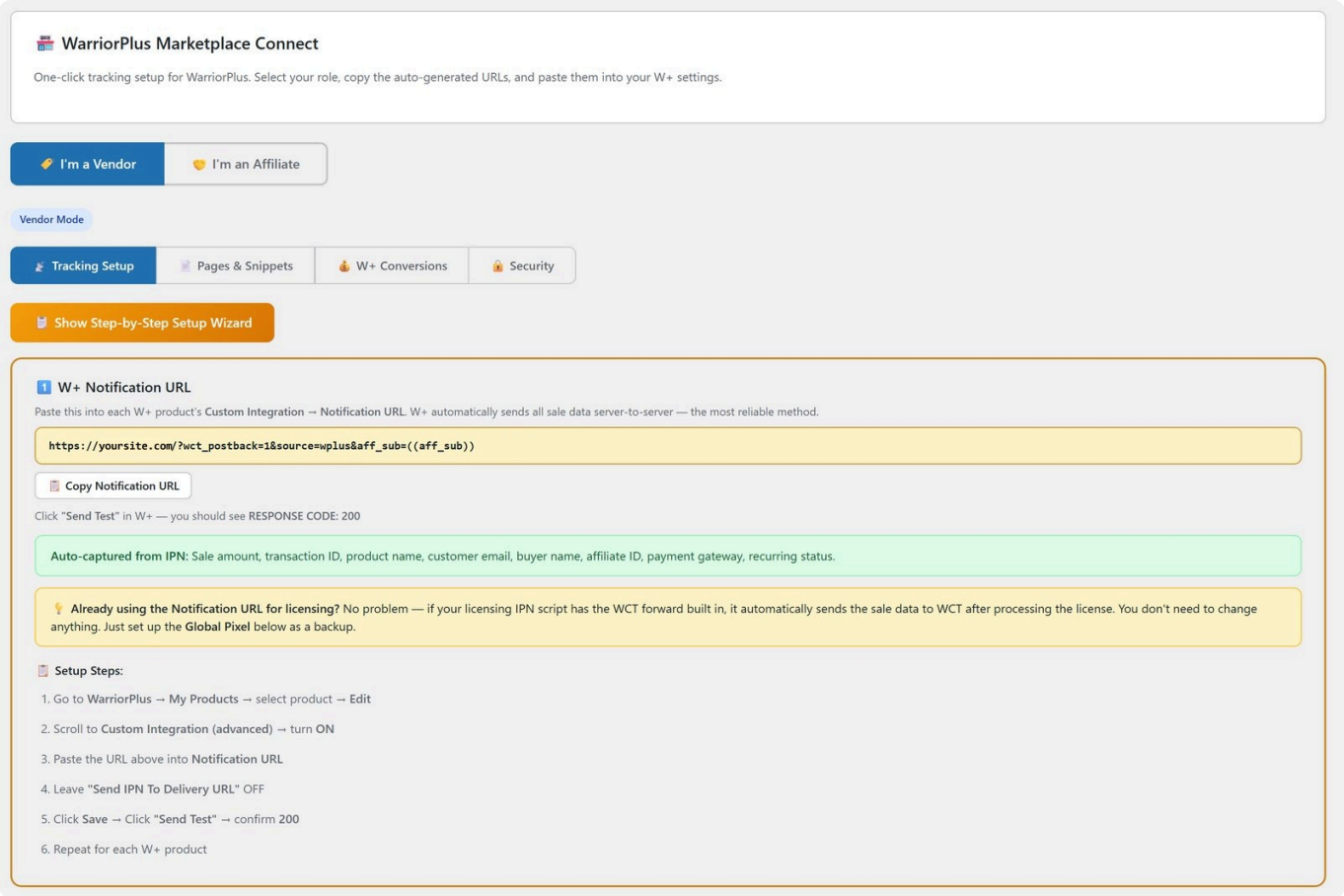
Choose The Right Method For Each Platform

The rule is simple. Where a platform can call your site when a sale happens, use that server to server notification. It arrives from the platform's own servers the instant the sale completes, so the buyer's browser, ad blocker or closed tab makes no difference. Use the browser pixel for opt-ins, and for pages you control where no notification exists.

Where It Happens	Method	Set It Up In
WarriorPlus	Notification URL (IPN), vendor and affiliate	WarriorPlus Connect add-on, or the Tracking tab
JVZoo	JVZIPN URL for vendors, S2S Postback for affiliates	JVZoo Connect add-on, or the Tracking tab
ClickBank	Instant Notification URL with your secret key	The Tracking tab
PayPal	Instant Payment Notification URL	The Tracking tab
Stripe	Stripe's own webhooks	The free Stripe Connect add-on
Other checkouts and carts	The universal postback URL, or the sale pixel on your own thank you page	The Tracking tab's platform cards
Opt-ins and registrations	The lead pixel on the thank you page	The Tracking tab, HTML Pixel

WarriorPlus

If you sell or promote on WarriorPlus, the WarriorPlus Connect add-on does the work. Choose **I'm a Vendor** or **I'm an Affiliate**, copy the address it generates, and paste it into WarriorPlus.



Copy one address into WarriorPlus.

1. **As a vendor:** in WarriorPlus open your product, Edit, switch on Custom Integration and paste the Notification URL. Leave Send IPN To Delivery URL off, save, and press Send Test. A response code of 200 means it is connected.

2. **Add the global pixel once** at warriorplus.com/account/tracking (Add Pixel, Custom Image Pixel) using the pixel address from the Tracking Setup tab.

3. **Paste your IPN Verification Key** on the Security tab, or in the Setup Wizard. Both save to the same place and the key stays masked on screen.

4. **As an affiliate:** paste the webhook address into each offer's affiliate request form, add the affiliate pixel once, and always share your tracking link rather than the raw affiliate link. The tracker sends visitors to WarriorPlus with the click ID already attached.

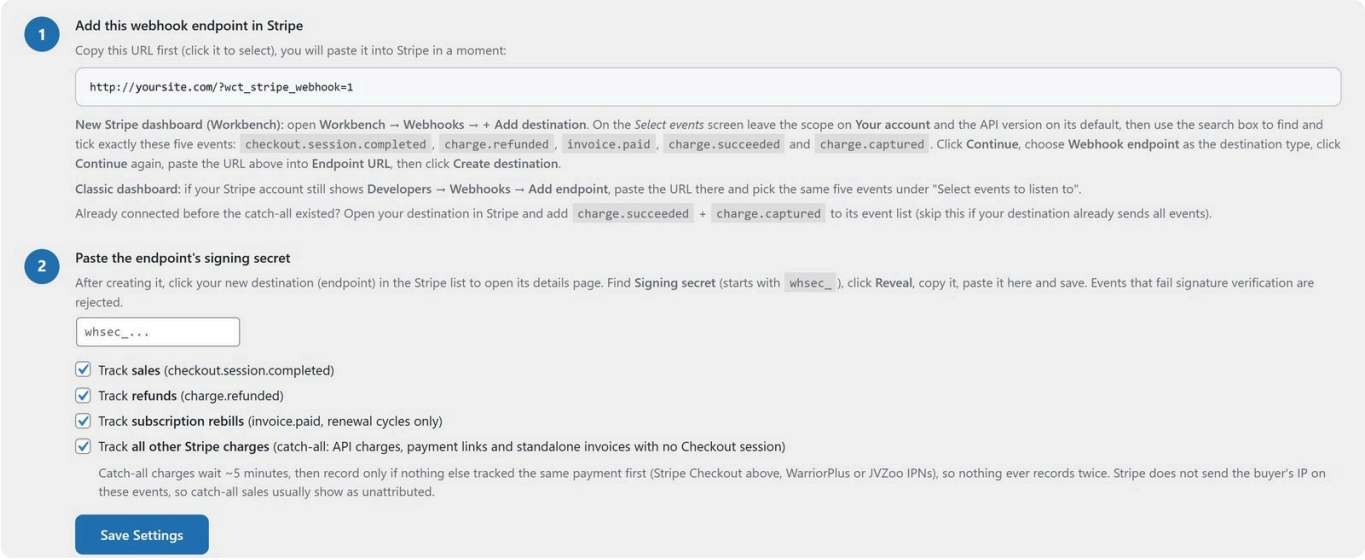
JVZoo, ClickBank And PayPal

JVZoo vendors paste the JVZIPN URL into each product with JVZIPN Version set to v2 and add the JVZIPN Secret Key once; JVZoo affiliates switch JVZoo Connect to Affiliate mode and create one S2S Purchase

Postback for all products. ClickBank sellers and affiliates paste their hoplink as the destination, set the Instant Notification URL (version 6.0 or higher) and save the secret key on the Tracking tab. PayPal sellers paste the IPN address into PayPal and pass the click ID in PayPal's custom field. Each platform's card on the Tracking tab shows the exact steps, and rebills and refunds come across automatically.

Stripe, With The Free Stripe Connect Add-On

Stripe sends its sales as signed webhooks, and the free Stripe Connect add-on receives them directly. Checkout sales, refunds, subscription renewals and other Stripe charges all become tracked conversions.



Stripe sales, refunds and renewals, tracked natively.

1. Open the **Stripe Connect** tab and copy the webhook address at the top.
2. In Stripe, add a webhook destination with that address and tick the five events the tab lists.
3. Open the new destination in Stripe, reveal its signing secret, paste it into the tab and save.
4. Choose what to track: sales, refunds, subscription rebills and other Stripe charges each have their own tick box.
5. Send a test event from Stripe. The status badge moves to Ready, then to Connected once the first conversion is recorded.

To match each Stripe sale to its click, your checkout sets Stripe's client_reference_id to the visitor's click ID when the checkout session is created; the tab shows a small script that does this for buy links on your pages. Already selling on Stripe? The **Import Past Stripe Sales** card brings in your earlier sales with their original dates, using a read-only key that is never saved. Preview first, then import, then apply refunds.

Opt-Ins And Your Own Thank You Pages

For leads, put the **lead pixel** on the page people see after they opt in or register. The Tracking tab gives you the snippet with your domain already in it, under Method 2, HTML Pixel. It reads the click ID from the address, keeps it safe through a multi-page funnel, and works across domains. For a checkout that only offers a "redirect after purchase" setting, send buyers to a thank you page on your own site and put the **sale pixel** there with the platform's amount token. Any other platform that can call an address with the order amount and a passthrough value uses the universal postback URL under Method 1.

> **Test it like a buyer**
>
> Open a private browser window, click your tracking link (you will see ?wct_click_id= in the address bar when you land), then load your thank you page. Refresh the Dashboard and the lead is there. Always start a test from the tracking link, because the click is what the conversion attaches to. If your browser holds cookies from earlier tests, Settings, Tools, Reset Attribution Cookies gives you a clean start.

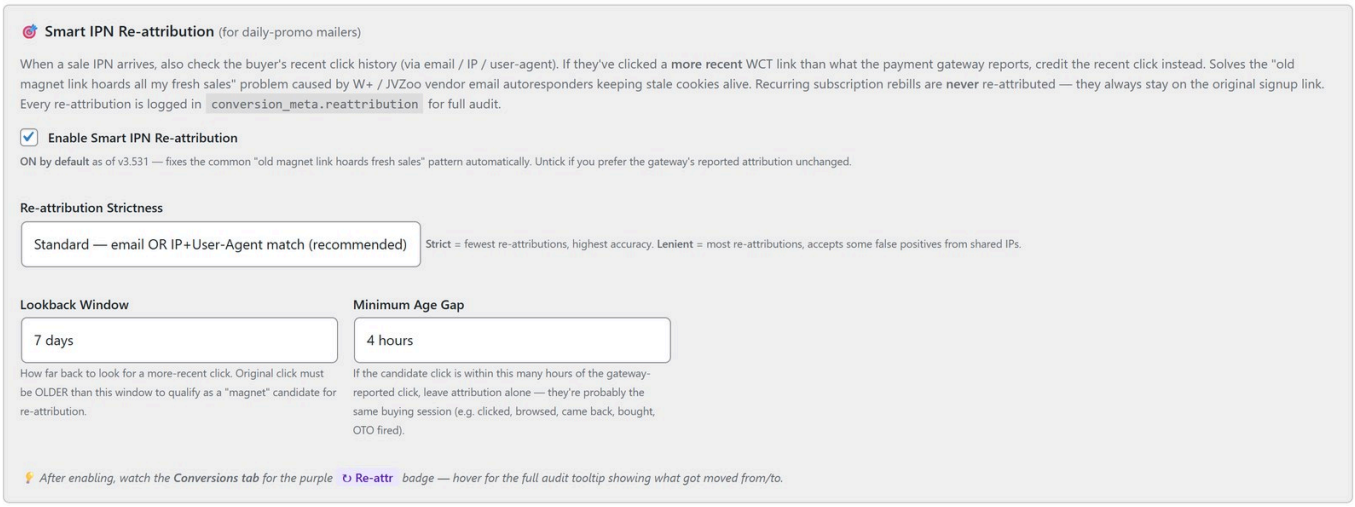
One Notification URL, Several Tools

WarriorPlus, JVZoo and ClickBank each give a product one notification URL. If a delivery platform or membership site already uses it, point the platform at the tracker and switch on **Forward a Copy (IPN Pass-Through)** on the Tracking tab. The tracker records the sale, then relays an exact copy of every notification to each address you list, with a Send Test button on every row. Everything you already run keeps receiving its sales exactly as before.

Refunds, Net Revenue And Smart Re-Attribution

Refunds and chargebacks reported by WarriorPlus, JVZoo, ClickBank, PayPal and Stripe come off your totals automatically. The original sale stays visible with a Refunded badge, partial refunds subtract only what came back, and the Dashboard shows a Refunds card and a Refund Rate card. Gross and net sit side by side everywhere, which matters most on affiliate sales where your commission and the customer's price are very different numbers.

If you mail your list often, an old lead magnet link can quietly collect credit for today's promotion, because the buyer clicked it months ago. **Smart IPN Re-attribution** looks at the buyer's recent clicks when a sale arrives and credits the most recent tracked link instead.

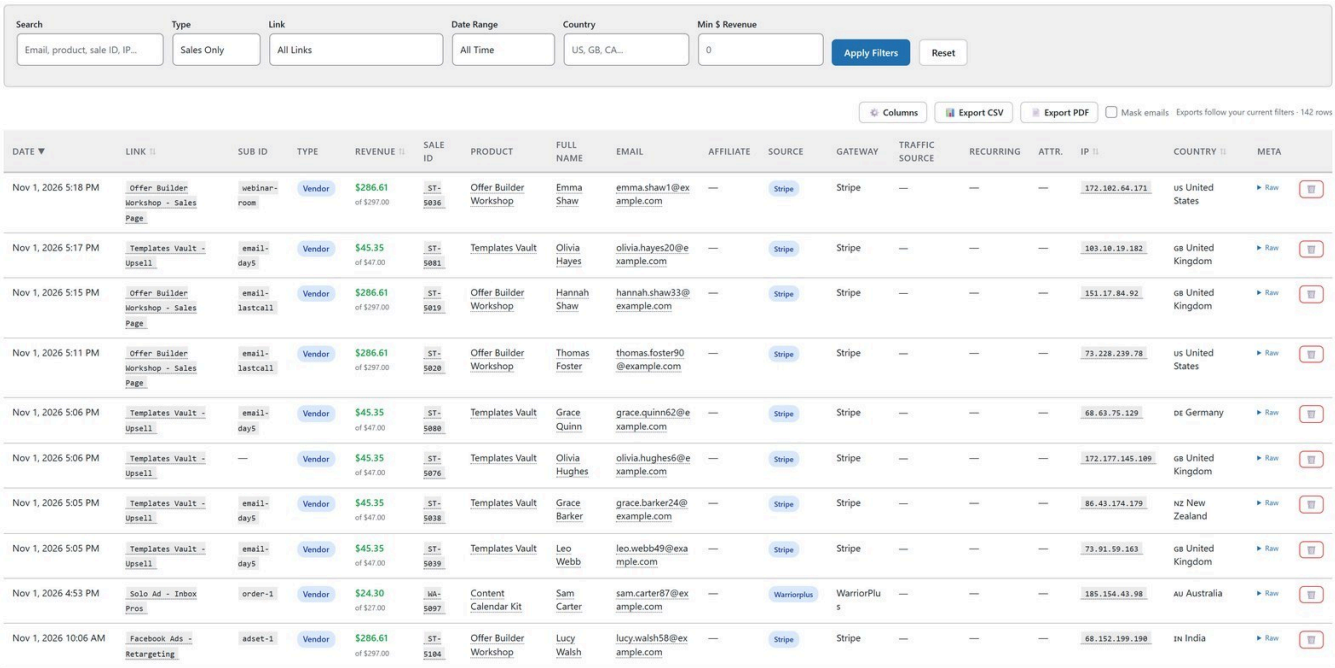


The latest promotion gets the credit.

It is on by default on the Standard setting, which matches on email, or on IP address and browser together. Subscription rebills always stay with the link that made the first sale, and every moved sale carries a purple Re-attr badge on the Conversions tab with the full detail on hover.

The Conversions Ledger

The **Conversions** tab is the ledger of every lead and sale the tracker has recorded, whichever link produced it. The tiles across the top show total conversions, leads, sales, Customer Spend (what buyers paid) and Your Net Take (what you kept), with average sale beside them.



Every sale, its link and its sub ID.

Tool	What It Does
Search	Finds a buyer by email, product, sale ID or IP address.
Filters	Type (leads or sales), one link, date range, country, and a minimum revenue to separate upsells and high ticket sales.
Columns	Shows or hides columns such as Sub ID, Gateway, Recurring, Traffic Source, Device and click-to-sale time. Your choice is remembered.
Export CSV and PDF	Exports exactly what your filters show. Tick Mask emails before you share a report with someone who does not need buyer details.

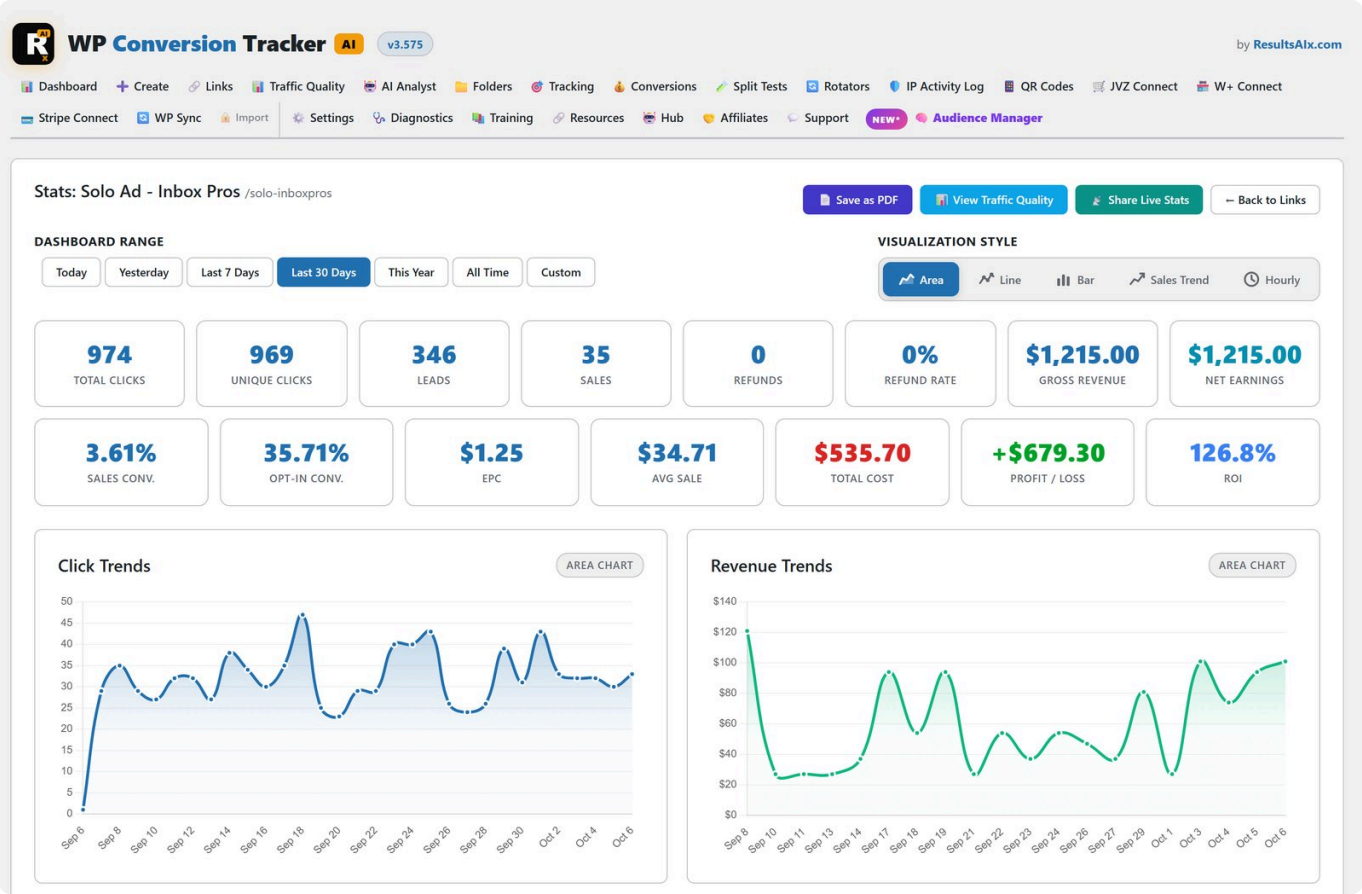
A practical routine: filter to Sales Only for the last 30 days and you have your buyers by date, product, sub ID and gateway. Switch to Leads Only to see whether opt-ins are keeping pace. Use the Link filter to look at one campaign from top to bottom.

See WP Conversion Tracker AI →

PART 8

Read Your Link Stats

The Dashboard tells you how the whole site is doing. The **Stats** page for a single link is where most real decisions are made. Open it with the Stats button on any row of the Links table.



Every number for one link, on one page.

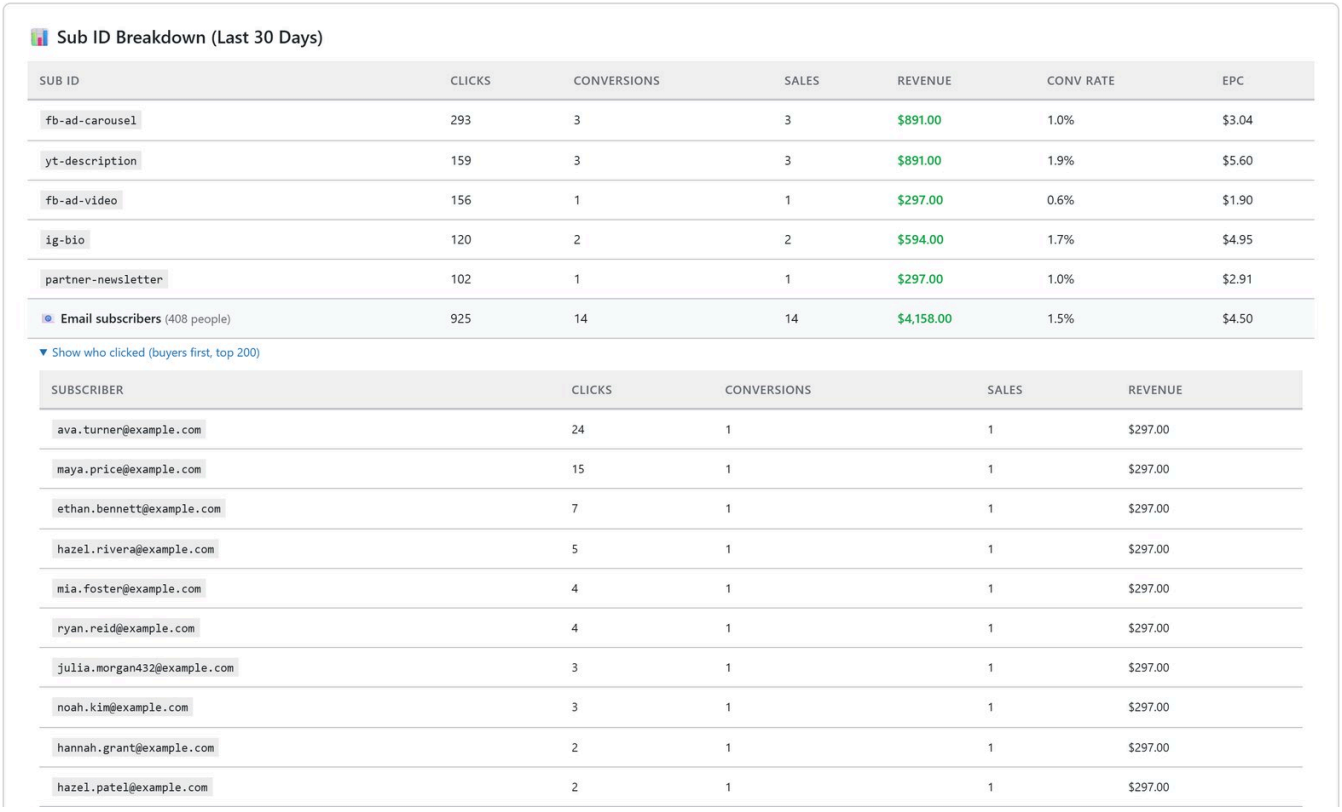
Card	What It Tells You
Total and Unique Clicks	All clicks, and distinct visitors.
Leads and Sales	Opt-ins and purchases recorded on this link.
Refunds and Refund Rate	Fully refunded sales, and their share of all sales.
Gross Revenue and Net Earnings	What customers paid, and what you kept.
Sales Conv. and Opt-in Conv.	Sales and leads as a percentage of unique clicks.

EPC and Avg Sale	Revenue per unique click, and the average sale value.
Total Cost, Profit / Loss, ROI	With Pro Tools and a cost per click set: whether the traffic paid for itself.

Below the cards, the charts show click and revenue trends in five styles, then Devices, Countries, Top Referrers and Clicks by Hour. Clicks by Hour shows when your audience is awake, which is the simplest way I know to choose a send time.

The Sub ID Breakdown Is The Money Table

Further down sits the table this whole guide has been building towards: every sub ID on the link with its clicks, conversions, sales, revenue, conversion rate and EPC, and with Pro Tools, its cost and profit.



Sub ID Breakdown (Last 30 Days)

SUB ID	CLICKS	CONVERSIONS	SALES	REVENUE	CONV RATE	EPC
fb-ad-carousel	293	3	3	$891.00	1.0%	$3.04
yt-description	159	3	3	$891.00	1.9%	$5.60
fb-ad-video	156	1	1	$297.00	0.6%	$1.90
ig-bio	120	2	2	$594.00	1.7%	$4.95
partner-newsletter	102	1	1	$297.00	1.0%	$2.91
Email subscribers (408 people)	925	14	14	$4,158.00	1.5%	$4.50

▼ Show who clicked (buyers first, top 200)

SUBSCRIBER	CLICKS	CONVERSIONS	SALES	REVENUE
ava.turner@example.com	24	1	1	$297.00
maya.price@example.com	15	1	1	$297.00
ethan.bennett@example.com	7	1	1	$297.00
hazel.rivera@example.com	5	1	1	$297.00
mia.foster@example.com	4	1	1	$297.00
ryan.reid@example.com	4	1	1	$297.00
julia.morgan432@example.com	3	1	1	$297.00
noah.kim@example.com	3	1	1	$297.00
hannah.grant@example.com	2	1	1	$297.00
hazel.patel@example.com	2	1	1	$297.00

Read it by EPC, not by clicks.

Read it by EPC, not by clicks. The loudest source is often not the profitable one. In the example above, the carousel ad had the most clicks, but the YouTube description earned nearly twice as much per click. Email subscribers are rolled into one row, and Show who clicked lists the people behind it, buyers first.

Reports You Can Send

Save as PDF at the top of the Stats page opens a clean printable report for the date range you are viewing: the cards, the charts, the sub ID breakdown (email subscribers as one total) and recent conversions with buyer emails partly masked. It is the report to send a client, a partner or a JV contact without giving them a login. Whole-site exports of every link and every click live on the Settings tab under Export Data.

See Every Sale From Every Platform In One Place

WarriorPlus, JVZoo, ClickBank, PayPal and Stripe sales matched to the exact click, email and partner that made them, with refunds taken off automatically.

Get WP Conversion Tracker AI →

PART 9

The AI Analyst

The **AI Analyst** tab, part of Pro Tools, reads your own tracking data and turns it into decisions. It only ever reads: it cannot change, delete or export anything.

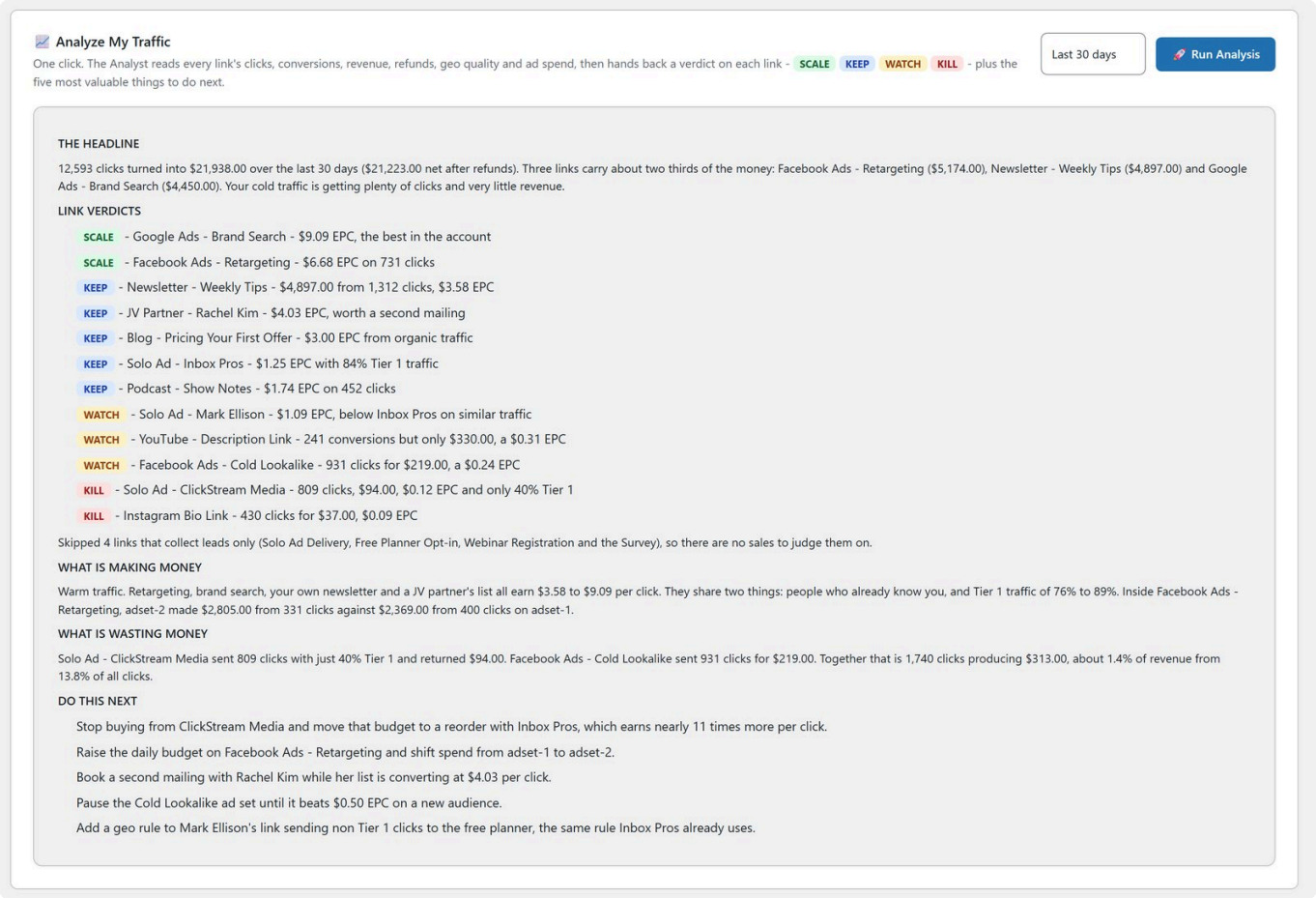
Connect It In Two Minutes

1. Open the AI Analyst tab and find AI Settings.
2. Pick Anthropic (Claude), Google (Gemini) or OpenAI. Each card has a How To Get Your Key In 60 Seconds guide. Google's Gemini has a free tier, which makes it an easy way to start.
3. Paste your key, Save Settings, then Test Connection. The tab shows Connected with the provider and model.
4. Optional: add a fallback provider and a monthly soft budget, which shows a note when your estimated spend passes it.

You use your own key and pay your provider directly at their own rate. The AI usage card lists every call with its estimated cost.

Analyze My Traffic

Choose a date range and press **Run Analysis**. In 15 to 60 seconds you get a report in five parts: the headline, a verdict on every link that matters, what is making money, what is wasting money, and five numbered actions, most valuable first.



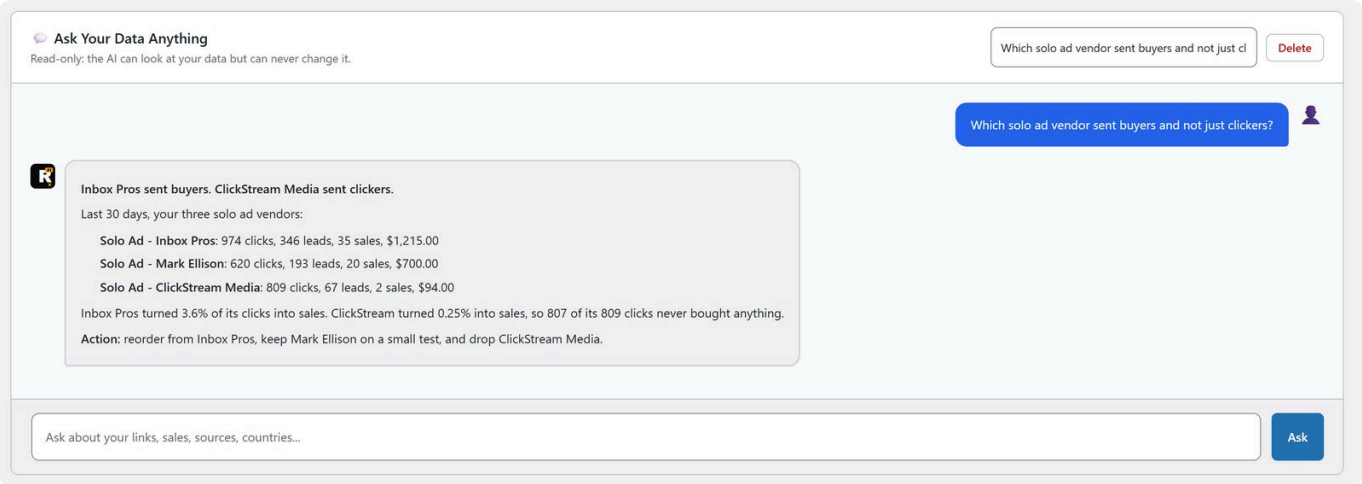
A verdict on every link, and what to do next.

SCALE means profitable, so buy more of that traffic. KEEP means working, so leave it alone. WATCH means something is worth a closer look next week. KILL means the link is not earning its keep, so move its budget to a SCALE link.

The Analyst works from a summary built on your own site: each busy link's clicks, conversions, revenue, refunds and Tier 1 share, your ad cost and profit where you have set a cost per click, your traffic sources by sub ID and any sales that arrived with no tracked click. Links with too little data are skipped and counted, so nothing is judged on a handful of clicks.

Ask Your Data Anything

Below the report is a chat. Ask in plain English and the Analyst answers by querying your own tracking tables, so every figure comes from live data.



Ask your tracking data in plain English.

Questions I find most useful:

- Which solo ad vendor sent buyers, not just clickers?
- Which link made the most money this month?
- Which traffic source converts best, and which has the best EPC?
- How does Tier 1 traffic compare with Tier 3 this year?
- Which countries should I stop paying for?
- Which email sub IDs produced sales last week?

Conversations are saved, so you can come back to a thread. With the Audience Vault add-on, the Analyst can answer questions about people too, such as who your top buyers are.

See WP Conversion Tracker AI →

PART 10

Solo Ads And Paid Traffic

When you pay for clicks, tracking stops being useful and becomes essential. Pro Tools turns the tracker into a full paid traffic toolkit.



▶ **Watch the video**

Solo Ads Tracking With WP Conversion Tracker AI

Cost Per Click, Profit And ROI

Enter what you pay per click in the link's **Cost Per Click** field. The Links table then shows CPC, total cost and profit or loss, the Dashboard adds Total Cost, Profit / Loss and ROI cards with a cost against revenue chart, and the Sub ID Breakdown shows cost and profit per source. Profit is worked out from net earnings, so refunds reduce it the way you would expect. When two sources cost different amounts, give each its own link, because the cost belongs to the link.

Traffic Quality And Geo Targeting

The **Traffic Quality** tab shows where your clicks came from and how clean they were: Tier 1, Tier 2 and Tier 3 countries with the conversion rate of each, clean clicks from real browsers, devices, browsers and referring sites, for any date range and any link. Known bots and blocked addresses are removed before they ever reach these numbers.

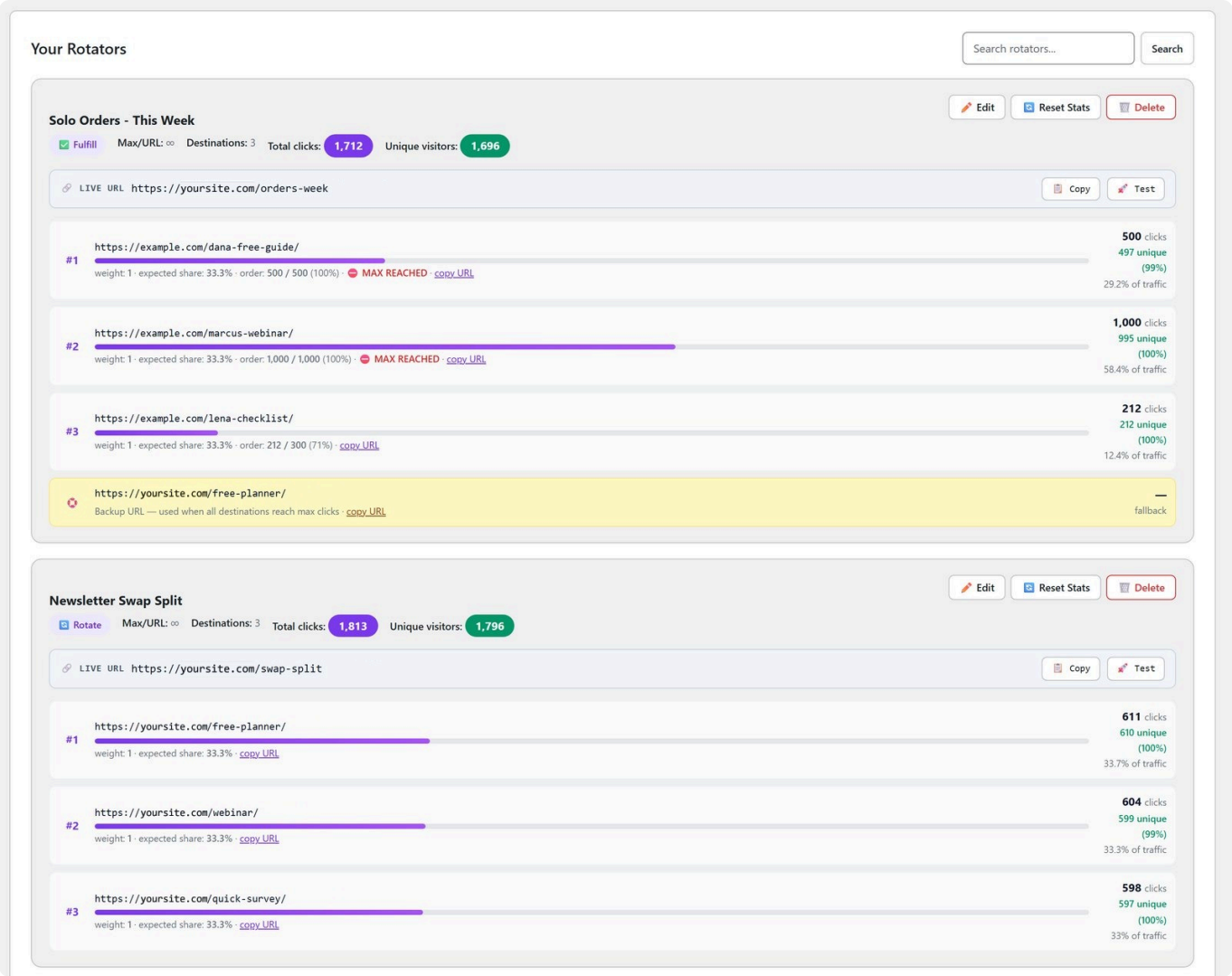
When you spot a country that clicks and never buys, open the link's **Geo Targeting** panel. Allow only the countries you tick, or block the ones you choose, send everyone else to a fallback offer, and give any allowed country its own destination. One link, one share, the right page for every country. Visitors whose country cannot be worked out are let through by default, so a genuine buyer always reaches your offer.

The Solo Ad Workflow

1. **One link per vendor** with that vendor's cost per click, filed in a Paid Traffic folder.
2. **One sub ID per order**, such as order-1 and order-2, so repeat orders from the same vendor can be compared.
3. **Send the clicks to an opt-in page** with the lead pixel on the thank you page, so you see leads as well as sales.
4. **After the order completes**, read the link's EPC, opt-in rate, Tier 1 share and profit, then ask the AI Analyst which vendor sent buyers.
5. **Reorder from the vendors that pay**, and move the budget away from the ones that do not.

Rotators For Selling Solo Ads

If you sell solo ads or share clicks between partners, the **Rotators** tab sends one link's traffic to several destinations.



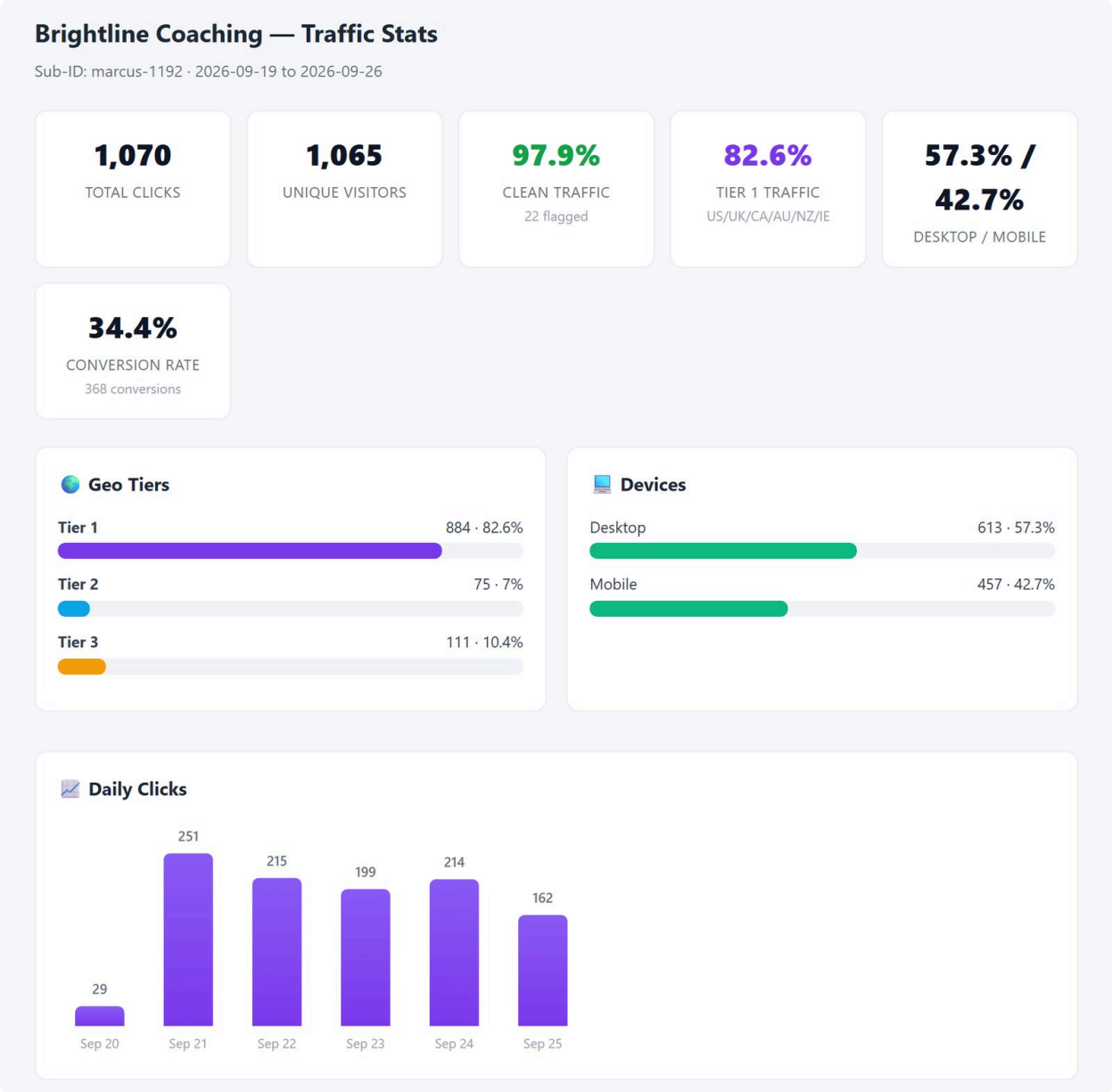
Fill solo ad orders in sequence.

Mode	Best For
Rotate (Round-Robin)	Splitting traffic evenly, one click each in turn.
Fulfill (Sequential)	Delivering orders: the first destination gets clicks until it reaches its cap, then the next one starts. Perfect for filling solo ad orders in sequence.
Track (Even Distribution)	Sending traffic by weight, so a destination with a higher weight receives a bigger share.

Set a click cap per destination and a **Backup URL**, usually your own best offer, so every click past the last order is put to work for you.

Live Proof Pages For Your Buyers

On any link's Stats page, **Share Live Stats** creates a public page for one buyer's sub ID and date range, with your own name and logo. The buyer sees clicks, unique visitors, clean traffic, Tier 1 share, devices, countries and daily clicks, live, and can refresh to watch their clicks arrive.



Live proof for a solo ad buyer.

Your revenue, buyer emails, destinations and other links always stay private, the page is kept out of search engines, and you can switch it off with Revoke whenever the order is done. It is the most professional way I know to show a buyer exactly what they received.

See WP Conversion Tracker AI →

PART 11

Share Your Links: Feed And QR Codes

A Public Link Feed On Your Own Domain

The **[wct_link_feed]** shortcode turns selected tracking links into a public page of cards: a "what's new" page, a resources page, a link-in-bio page, or even your homepage. A link appears only when you give it a Feed Title and leave Do NOT show in Public Feed unticked, so everything else stays private.



A public page of your links, one shortcode.

1. On your main link for each new page, video or offer, fill in the Feed Title, Feed Description and Feed Image. The page's own social sharing image makes a good card.
2. Keep placement links, such as the button links and per-email sub links, hidden from the feed, so each piece of content appears once.
3. In Settings, Public Feed, choose a default layout (Grid, Showcase, Table or List) and pick a ready-made shortcode style: Clean Grid, Showcase, Showcase Dark, Minimal List or Rounded Cards.
4. Paste the shortcode on any page, or use Assign Feed to Homepage to make it your front page in one click.

Every visitor who clicks a card arrives through a tracking link, so your feed page is measured like any other traffic source. Settings, 404 Redirect can also send mistyped addresses to your feed page.

QR Codes For Offline Traffic

The QR Codes add-on turns any tracking link into a QR code in four sizes, up to a 1,000 pixel print size, with your own colours. Because the code points at your tracking link, every scan is a tracked click. Add a sub ID

per item, such as flyer-june or booth-a, and the Sub ID Breakdown tells you which flyer, card or stand produced the scans. The [wct_qr] shortcode places a code on any page.

See WP Conversion Tracker AI →

PART 12

With The Rest Of ResultsAiX

The tracker works perfectly on its own. On a site with other ResultsAiX plugins, it becomes the sales record the whole family reads from.

Plugin	How It Works With The Tracker
ResultsAiX Mailer	Put a tracking link with a sub ID on every email link, and the {{email}} merge tag in the sub ID spot to see who clicked. With the Audience Vault, the Mailer's audience builder gains Site Click Activity and Lifetime Tracked Clicks filters, and ready-made buyer segments such as Champions, Hot Leads and At Risk.
ResultsAiX Funnels	Paste a tracking link into any funnel button in Edit Content. Add utm_source in the link's Tracking Parameters and the funnel's Where They Came From panel shows it too.
Launch Manager AI	The Launch Manager Bridge matches the marketplace buyers Launch Manager records to your tracked clicks, and the WCT Relay lets one notification URL feed both plugins. Guide 11 covers launches in full.
WP Sync	Any tracking link can send its sales or leads to WP Sync, so an affiliate buyer is tagged in your email tool the moment they buy. Guide 14 covers WP Sync.
Audience Vault	Turns anonymous clicks into named people with one profile each, their full journey and segments such as Whales and Can't Lose.

A tracking link on every link

Here is the rule I follow in my own business, and it is the reason I always know what sold: every link to my own pages and checkouts goes through a tracking link with a sub ID for its placement. Broadcasts, automations, webinar reminders, the buy button in the webinar room, social posts, sales pages and slides. Before I create a new link, I check the folder for one that already exists, and I add a new sub ID instead.

See The ResultsAiX Bundle →

PART 13

Your Weekly Numbers Routine

Tracking only pays when you read it. Ten minutes once a week is enough. I do mine on Monday morning, before I plan the week's emails.

1. **Dashboard, last 7 days.** Write down five numbers: clicks, sales, net earnings, refund rate and, with Pro Tools, profit.
2. **Folders.** Compare your campaigns. Which one earned the most this week?
3. **Your top two links, Sub ID Breakdown sorted by EPC.** Note the best and the weakest placement on each.
4. **AI Analyst, Run Analysis for the last 7 days.** Read the Do This Next list.
5. **Choose three actions:** one thing to scale, one thing to change, one thing to stop. Write them in your diary.
6. **Conversions, Sales Only.** Glance down the week's buyers and their sub IDs. Thank your best partner.

PART 14

Your 14-Day Tracking Plan

Here is the order I would follow to go from "installed" to "I know exactly what makes me money" in two weeks, at about half an hour a day.

DAYS 1 TO 3

Foundations

- Update the tracker and add-ons, activate your licence
- Run the Setup Wizard and block your own IP
- Create folders for your campaigns
- Create one link for each offer you promote

DAYS 4 TO 6

Sales Coming In

- Connect every platform you sell on
- Install Stripe Connect and import past Stripe sales
- Add the lead pixel to your thank you pages
- Run a private-window test for each one

DAYS 7 TO 10

Sub IDs Everywhere

- Write your sub ID naming list
- Replace raw links in your emails and automations
- Update video descriptions, bios and page buttons
- Add cost per click on any paid traffic

DAYS 11 TO 14

Read And Decide

- Connect your AI key and run your first analysis
- Read every Sub ID Breakdown by EPC
- Set up your public link feed
- Do your first weekly numbers routine

By day 14 you will have

Every offer on a tracking link, every placement on its own sub ID, every sale from every platform landing on the right link with refunds taken off, and a weekly routine that tells you what to scale, what to change and what to stop.

Track Everything, Then Act On It With Every Tool

WP Conversion Tracker AI, the Audience Vault, the Mailer, Launch Manager AI, WP Sync and every other ResultsAiX plugin, together on one licence key.

See The ResultsAiX Bundle →

PART 15

Questions People Ask

Do I need a separate link for every email or ad?

No. Create one link per offer and add a sub ID for each placement: yoursite.com/my-offer/email-day1, yoursite.com/my-offer/fb-ad-video. Sub IDs need no setup, and the link's Stats page breaks every number down by sub ID.

Which platforms can it record sales from?

WarriorPlus, JVZoo, ClickBank and PayPal through their notification URLs, Stripe through the free Stripe Connect add-on, and other checkouts through the universal postback URL or the sale pixel on your own thank you page. The Tracking tab has a setup card for each one.

Can I track sales as an affiliate, not just as a vendor?

Yes. Promote your tracking link instead of the raw affiliate link and set up the affiliate side for that marketplace. Your commission is recorded as net, with the customer's price kept alongside it as gross.

What does the AI Analyst cost to run?

You use your own key from Anthropic, Google or OpenAI and pay your provider directly at their published rate. Gemini has a free tier, and the AI usage card shows an estimate for every call.

The plugin's own Training tab and the online docs cover every setting in detail.

PART 16

What To Read Next

This is Guide 13 of 15 free AiX Training Guides, each with its own free PDF. To send your tracked sales and leads to your other tools, read Guide 14 next. For funnels to send your tracked traffic to, read Guide 8, and for launches with partners, read Guide 11.

1 Getting Started With ResultsAiX →

2 The Complete SMTP Service Guide →

3 Setting Up SMTP2GO From Start To Finish →

4 Email Deliverability: Reach The Inbox →

5 Moving Your Email List To The AiX Mailer →

6 Email Automations Playbook →

7 How To Grow Your Email List With ResultsAiX →

8 How To Build Sales Funnels, Start To Finish →

9 How To Move Your Membership To ResultsAiX →

10 Running Customer Support With AI →

11 Launching A Product With Affiliates And JV Partners →

12 ResultsAiX For 6 And 7 Figure Marketers →

13 WP Conversion Tracker: Track Every Click And Every Sale *(you are here)*

14 WP Sync: Connect All Your Tools Without A Monthly Automation Bill →

15 Automated Webinars That Sell →

Your First Step, Today

Do one thing today: open the Links tab, pick the offer you promote most, and write five sub IDs for the five places you share it. Swap them into your next email and your next post. Next Monday, open that link's Sub ID Breakdown and you will know, for the first time, exactly where your sales came from.

Start Tracking Every Click And Every Sale

Tracking links on your own domain, sales from every platform, and an AI analyst that tells you what to scale, all on your own WordPress site.

Get WP Conversion Tracker AI →

Keep Going

All 15 AiX Training Guides are free on the ResultsAiX blog, each with its own PDF.

Docs: resultsaix.com/docs · Training videos: resultsaix.com/training

ResultsAiX.com

by Kevin Fahey