

Publisher Requirements for Referring URLs



connexity
RETAIL PERFORMANCE MARKETING

Connexity provides publishers with premium CPC monetization by growing our retailer network and by expanding retailer budgets. In order to maintain expansion and to continue delivering publishers with higher earnings and incremental content access, we must demonstrate the quality of traffic offered to retailers. You can help by ensuring you provide complete information on referring URLs.

Requirements

Publisher partners must provide original click referring URLs through HTTP and HTTPS referrers, allowing Connexity visibility into the originating traffic source.

1. **Referring URLs must be provided for every publisher click.**
2. **Referrers associated with publisher traffic must indicate the absolute full URL of the page where the user originated the action that drove them to the merchant landing page.**
3. **Absolute full URLs must be provided regardless of HTTP or HTTPS protocol.**

Referring URL information will be audited regularly to track and achieve network quality compliance.

- URLs must include the full absolute URL, not only the domain.
- URLs must match the URL of the originating action (upstream source).
- URLs should not represent an intermediary URL (click tracking URLs, interstitial landing pages, etc).

**** Please notify your Connexity Account Manager when implemented ****

Additional Information and Support

Recommendations:

1. Redirects should be server-side. Both 301 and 302 redirects keep the original referring URL intact.
2. Avoid using Javascript or meta refreshes since these implementations may break referrer passing.
3. Do not shorten, modify, mask or otherwise obfuscate the original click referring URL.
4. Ensure that cross-origin requests are from HTTPS to HTTPS or HTTP to HTTP.
5. Ensure **Referrer-Policy** is set to pass original click referring URL.
6. Be sure to review settings for **no-referrer-when-downgrade**.