

Tracking Code

Rallybound allows administrators to track incoming links to determine where registrants and donors are coming from. For example, an administrator can post one link to Facebook and another to Twitter, and track which users registered from which link.

Here's how to create a Tracking Code: Add "?rbref=" to a URL, followed by the title of your Tracking Code. Example:

- <http://p2p-demo.rallybound.com/?rbref=social-campaign>
- <http://p2p-demo.rallybound.com/Member/MyPage/23073/J-Bo?rbref=facebook>

Important Notes:

1. Tracking codes can be a maximum of 25 characters. If a code longer than 25 characters is used, our system will store only the first 25 characters.

2. If there is already a question mark ("?") in the URL, put an ampersand("&") before "rbref". Example:

- <http://p2p-demo.rallybound.com/?submit=continue&rbref=twitter>

3. If the Rallybound donation form is embedded on another site additional code is needed in order to capture the rbref from your site's URL and have it pass to our iframe. See [How to embed a donation page on my site](#).

The Tracking Code is tracked throughout a visitor's session on your site (the time of which varies across browsers). It will be displayed in the admin reports for registrants and donors, under a column called "Tracking Code".

Additional Information:

- Vanity URLs are tricky if you want to do source coding because the source code can be stripped during the redirect. In our experience vanity URLs are not necessary as links with UTMs (or in Rallybound Terms rbref=) will work for tracking purposes.