

Acquisition

The Acquisition menu consists of three sub-sections: Campaigns, SEO Reports, and Shorten Links. These sections help you expand your reach and track the effectiveness of your efforts.

- Report Center
- Analysis Center
- Optimization
- Acquisition
 - Campaigns
 - SEO Reports
 - Shorten Links

Acquisition

Campaigns

With campaign tracking you can create shortened tracking links, group these URLs logically, and monitor the number of clicks they receive to measure the success of your campaign. You can also define conversion tags in order to notify your affiliates when goal conversions take place.

- Create tracking links for online and offline campaigns [configure](#) | [learn](#)
- Use friendly, short and configurable tracking links [learn](#)
- Add conversion tags (or pixels) to campaigns [learn](#)

Shorten Links

Shorten, share, track and analyze your links.

- Shorten URLs with a single click [configure](#) | [learn](#)
- View the number of clicks on each link [learn](#)

SEO Reports

SEO reports help you to see your website as a search engine sees it. They can tell you how to improve the content and structure of your website, by identifying SEO violations like broken links and performance issues, to boost the number of converting visitors coming to your site from organic searches.

- Schedule SEO web crawls for your website [configure](#) | [learn](#)
- Refine a crawl by predetermining its depth (max number of URLs) [learn](#)
- Get an SEO report for every crawl job [learn](#)
- Pinpoint SEO violations [learn](#)

Acquisition Main Window