

Postback's setup

Postback is a providing traffic information tool that is necessary for conversions tracking and analyzing users' target actions of your creative to ad campaign further optimizations.

Postback data can be passed in two ways: to the ad network and to the affiliate program – you need to connect a third-party tracking system.

There are available 5 generated URLs to the postback “tapping”.

Link template

Macros `$(format) $(campaign) $(creative) $(trackid) $(sourceid) $(category) $(ssp_id) $(click_cost) $(subscriptionage)`

▼ Postback settings

Lead title	Price	Main lead
1 <input type="text"/> http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid} Click to copy	0 ₪	<input type="radio"/>
2 <input type="text"/> http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid} Click to copy	0 ₪	<input type="radio"/>
3 <input type="text"/> http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid} Click to copy	0 ₪	<input type="radio"/>
4 <input type="text"/> http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid} Click to copy	0 ₪	<input type="radio"/>
5 <input type="text"/> http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid} Click to copy	0 ₪	<input type="radio"/>

Add param **trnid=** (unique transaction ID) to transfer several transactions per user
Add param **price=** to transfer the price of action

Primarily, select the more preferred macroses from the following list:

<code>#{format}</code>	sends ad type
<code>#{campaign}</code>	sends campaign id that was clicked on
<code>#{creative}</code>	sends creative id that was clicked on
<code>#{trackid}</code>	unique id click
<code>#{sourceid}</code>	sends source id that was clicked on
<code>#{category}</code>	sends site's category name
<code>#{ssp_id}</code>	sends SSP's id that was clicked on
<code>#{click_cost}</code>	sends ad price that was clicked on
<code>#{subscriptionage}</code>	sends subscription age

Note, that `#{trackid}` macros are necessary to the postback's work.

Next, select the postback name in the “*Lead title*” field, for example, “Registration” if the target action is registration. Select it as the main lead.

Lead title: Registration
Price: 0 P
Main lead:

<http://passfiss.com/lead/dpspl/lead1?trkid=#{trackid}>

In this paragraph, special attention should be paid to the following points:

- 1) In the “*Lead title*” field the name should be **necessary** (it will be displayed only inside our system);
- 2) The “*Lead title*” field must **not contain** any links;
- 3) The main lead **necessary** should be chosen after all data entering.

In the “*Price*” field the default value is 0. You can send the price value in postback or set a static value as well. Note, if you set “*price=*” parameter data will be sent to a dynamic value (in rubles), but if you set the price in the “*Price*” field – it will be sent in a static value.

The price passed in postback has priority over the one set in the UI.

The “*trkId*=” parameter must be added to the postback URL. Also, you can add the following parameters:

<i>trkId</i> =	track id that added in the transition link
<i>tranid</i> =	unique conversion transaction id, required to account for nonunique transactions for a single action
<i>price</i> =	conversion cost from an external affiliate program

Note, the ***trkId***= parameter is **required** for action accounting in the system.

Examples of configured postbacks for various affiliate programs

Affiliate Program	Offer’s link (Шаблон ссылки для перехода)	Postback “tapping” URL
OfferGate	http://***?game=wf&subid_1=\${sourceid}&subid_2=\${creative}&subid_7=\${trackid}	http://passfiss.com/lead/dspsl/lead1?trkId={{subid_7}}&tranId={{visitid}}{{goalid}}&price={{priceInRub}}
KMA.BIZ	https://***/\${campaign}:\${creative}:\${sourceid}:: \${trackid}	http://passfiss.com/lead/dspsl/lead1?trkId={data5}&price={sum}
Alfaleads	http://***/click?pid=***&offer_id=***&sub1=\${campaign}&sub8=\${trackid}	http://passfiss.com/lead/dspsl/lead1?trkId={sub8}&tranId={transactionid}&price={sum}

Admitad	https://***/?subid1=\${trackid}&subid=\${creative}	http://passfiss.com/lead/dspsl/lead1?trkId=[[subid1]]&tranId=[[admitad_id]]
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