

Create a Pop Campaign

Summary

Unlike push campaigns, Pop campaigns do not require graphical creatives.

A Pop campaign only requires a valid destination URL that will be opened when the advertisement is triggered.

Before You Begin

- Role: Advertiser.
- Required information:
 - Destination URL
- Estimated time: 10 minutes

Steps

1. Navigate to Campaigns and select Popunder from the campaign type list.
2. Click the Create Campaign button.
3. Enter the campaign name and destination URL, then select the appropriate tracking template.

Name:

URL

You can use constants to replace vars in url: [{source_id}](#) [{sub_id}](#) [{campaign_id}](#) [{country}](#) [{os}](#) [{browser}](#) [{platform}](#) [{price}](#) [{cpc}](#) [{click_id}](#) [{quality}](#) [{category}](#)

[{click_id}](#) - is required macros for using Postback

Tracking:

 Universal Url	 Keitaro	 Adsbridge	 Volum	 Binom	 Redtrack	 BeMob	 Skro
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Universal Url

Your campaign link:

http://your.tracker-url.com/link-id?click_id={click_id}&source_id={source_id}&sub_id={sub_id}&campaign_id={campaign_id}&cpc={cpc}&cpm={cpm}

Your postback link:

<http://api.daopush-api.info/api/postback/campaign?key=e4bf38598e0f2230&sum={sum}&click-id={clickid}&type={type}&ttr={ttr}>

Set up the postback for leads from your affiliate program, replacing the macros in the link with the ones that are configured in your AP:

- [{sum}](#) - lead cost;
- [{clickid}](#) - Unique ID recieved from Dao.ad in macros [{click_id}](#) - required parameter for tracking leads;
- [{type}](#) - The postback type (default is [main](#)). Possible values include: [main](#) (e.g., registration), [dep](#) (e.g., deposit), or any custom types you define;
- [{ttr}](#) - The postback request time-to-live (TTL). During this period, any postback with the same [clickid](#) will be identified as a duplicate and ignored. The default value is 24 hours. Minimum value 5 seconds

4. Configure your targeting options and bidding settings.
5. Configure the Smart Type settings, if required. Available options Smart CPM and CPA Goal.
6. Save the campaign. Once submitted, it will be reviewed by the DAO.AD moderation team.

Troubleshooting

Issue: Unable to save the campaign.

Solutions:

- Verify that all required campaign settings are configured.
- Ensure that all required fields, including Campaign Name, Destination URL, and Bid, are completed.
- If the issue persists, contact DAO.AD Support.

Related

- [Creative Guidelines](#)
- [Create Creative Push and Inpage Push](#)
- [Terms of Use](#)

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