

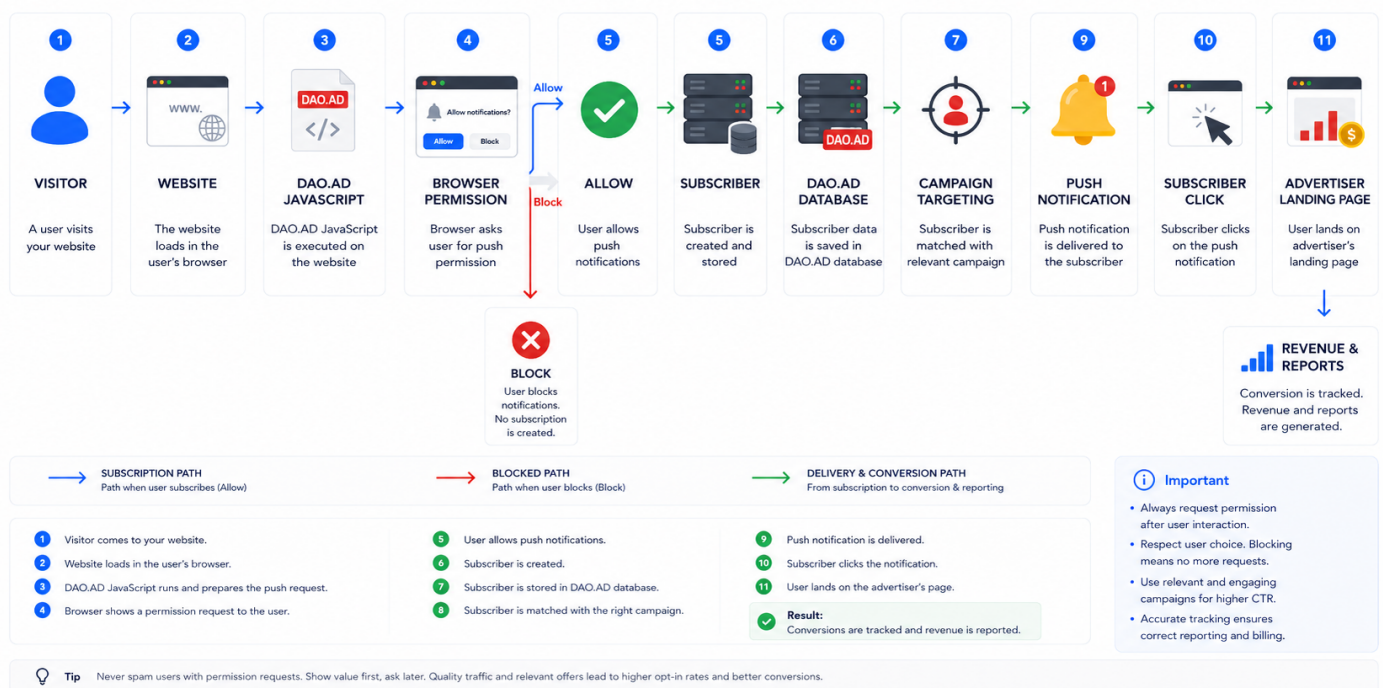
Push Subscription Flow

Summary

Learn how the Push advertising format works in DAO.AD, from the visitor's first interaction with your website to subscription collection, ad delivery, and revenue generation.

Push Subscription Flow

This diagram shows how a visitor subscribes to push notifications and how they are delivered via DAO.AD.



Overview

The Push subscription process consists of several stages.

1. Visitor opens your website.
2. JavaScript initializes the Push SDK.
3. The browser requests notification permission.
4. The visitor accepts or declines the request.
5. A subscription is created.
6. DAO.AD starts delivering push notifications.
7. You earn revenue from subscriber activity.

Stage 1: Visitor opens your website

The visitor loads a page containing the DAO.AD JavaScript code.

The script initializes automatically after the page has finished loading.

Stage 2: Permission request

Depending on the selected integration type and display settings, the browser displays a notification permission request.

The visitor can either:

- Allow notifications
- Block notifications

Only visitors who allow notifications become subscribers.

Stage 3: Subscriber registration

After permission has been granted:

- the browser generates a Push subscription;
- DAO.AD assigns a unique subscriber identifier;
- the subscriber is securely stored in the DAO.AD platform.

Stage 4: Campaign delivery

Once a matching campaign becomes available:

- DAO.AD selects an eligible subscriber;
- the notification is delivered;
- delivery respects frequency caps, targeting, and campaign limits.

Stage 5: User interaction

The subscriber may:

- ignore the notification;
- dismiss it;
- click it.

Only clicks redirect the subscriber to the advertiser's landing page.

Stage 6: Revenue generation

When the subscriber clicks the notification, DAO.AD records the event and calculates your earnings according to the campaign pricing model.

Revenue is displayed in your statistics and included in future payouts.

Best Practices

- Request permission only after the visitor has engaged with your website.
- Avoid showing permission requests immediately after page load.
- Place the JavaScript code on every page where subscriptions should be collected.
- Regularly monitor subscription rates and notification performance.

Related

- [JavaScript Tag \(Push\)](#)
- [Placement Rules](#)
- [Create a Site Source](#)
- [Site/App Approval](#)

Revision #7

Created 11 July 2026 13:44:55 by Waleriidao

Updated 24 August 2026 13:21:35 by admin