

# Concepts

- How tracking works
- Tracking Configuration Models
- Tracking Parameters
- Postback Parameters

# How tracking works

## Summary

This guide explains how click tracking and postback tracking work in DAO.AD. You will learn how to track conversions, pass click identifiers, and configure postbacks with or without a third-party tracking platform.

## What is Tracking?

Tracking allows advertisers to identify which **clicks, sources, campaigns, and creatives** generate conversions.

Without tracking, DAO.AD can only report clicks and impressions. With tracking configured, advertisers can measure **leads, sales, ROI**, and optimize traffic sources.

## What is a Postback?

**A postback is a server-to-server notification sent after a conversion occurs.**

When a user completes a target action (registration, purchase, lead, install, etc.), the advertiser's system or affiliate network sends a conversion notification containing the original click identifier.

This allows DAO.AD to match the conversion with the original click.

## How click tracking works

### Step 1

User clicks a DAO.AD advertisement.

### Step 2

DAO.AD generates a unique click identifier: `{click_id}`

### Step 3

DAO.AD sends the user to the destination URL while passing the click identifier.

Example:

```
https://tracker.com/?clickid={click_id}
```

### Step 4

The click identifier is stored by the tracking system or CPA network.

### Step 5

When the conversion happens, the stored click identifier is sent back through a postback URL.

# Why postbacks are important

Postbacks allow DAO.AD to:

- track conversions and sales;
- calculate ROI and CPL metrics;
- optimize traffic sources;
- support automatic blacklisting rules;
- support micro-bidding by source or sub-source;
- provide accurate campaign statistics.

Without a postback, DAO.AD can track clicks and impressions only.

## Related

- [Tracking Configuration Models](#)
- [Tracking Parameters](#)
- [Postback Parameters](#)
- [Blacklist and Whitelist Targeting](#)
- [Micro-bidding Tool](#)

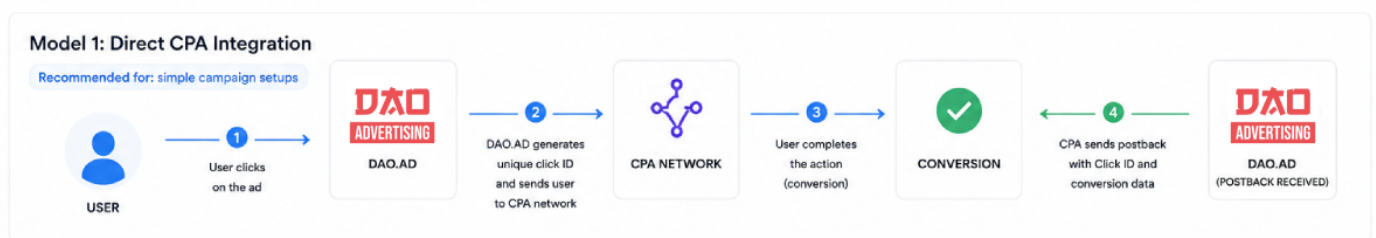
# Tracking Configuration Models

## Summary

Tracking Configuration Models describes three common tracking setup models and how data flows between DAO.AD, tracking systems, and conversion sources.

## Standard tracking configuration

### Model 1: Direct CPA Integration

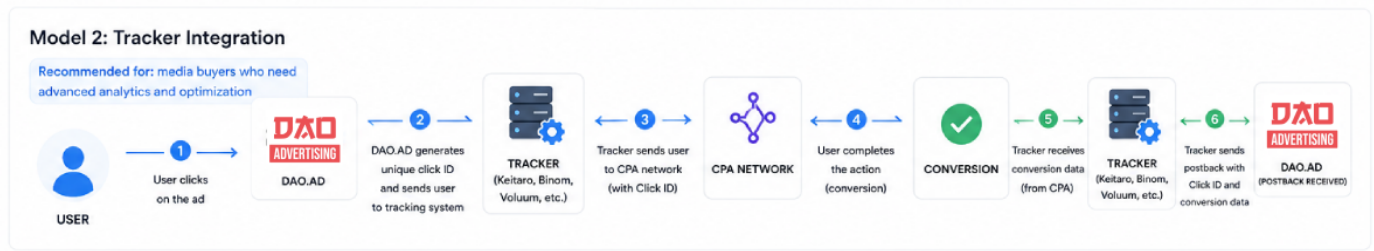


#### Steps:

1. User clicks to the DAO.AD advertisement (your creative).
2. DAO.AD generates a unique click ID and sends the user to the CPA network.
3. The CPA network stores DAO.AD's click ID and redirects the user to the landing page.
4. The user completes the target action (conversion), and the CPA network receives the conversion status from the landing page.
5. The CPA network sends a postback to DAO.AD containing the click ID and conversion data.

**Recommended for:** advertisers using direct CPA network integrations.

### Model 2: Tracker Integration

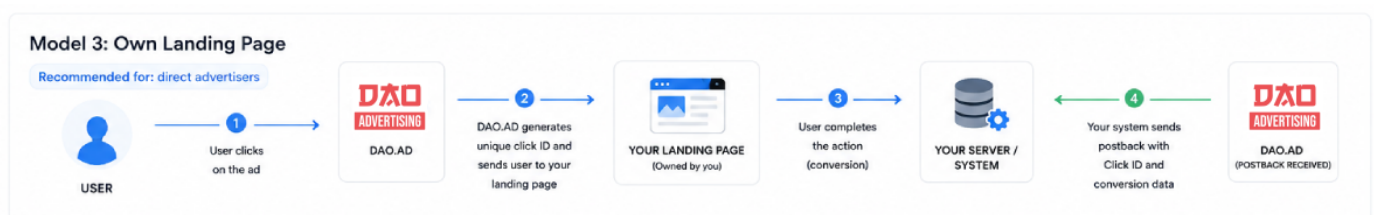


Steps:

1. User clicks to the DAO.AD advertisement (your creative).
2. DAO.AD generates a unique click ID and sends the user to the tracking system (e.g., Binom or Keitaro).
3. The tracking system passes DAO.AD's click ID to the CPA network using its own parameter name. The parameter name may differ, but **the value always contains DAO.AD's original click ID**.
4. The CPA network stores the tracking system click ID and redirects the user to the landing page.
5. The user completes the target action (conversion), and the CPA network reports the conversion to the tracking system.
6. The tracking system sends a postback to DAO.AD with the click ID and conversion data.

**Recommended for:** media buyers who need advanced analytics and optimization.

## Model 3: Own Landing Page



Steps:

1. User clicks to the DAO.AD advertisement (your creative).
2. DAO.AD generates a unique click ID and sends the user directly to the advertiser's landing page.
3. The user completes the target action (conversion), and the advertiser's system sends a postback directly to DAO.AD.

**Recommended for:** advertisers with their own landing pages and tracking infrastructure.

## Related

- [Tracking Parameters](#)
- [Postback Parameters](#)
- [Blacklist and Whitelist Targeting](#)
- [Micro-bidding Tool](#)
- [Test a Conversion \(HTTP Examples\)](#)

# Tracking Parameters

## Summary

This page lists all URL macros available in DAO.AD and explains how to pass campaign data to CPA networks and tracking platforms.

| Macro                       | Value          | Description                                                                 |
|-----------------------------|----------------|-----------------------------------------------------------------------------|
| <code>{click_id}</code>     | numeric        | Unique Click ID                                                             |
| <code>{campaign_id}</code>  | numeric        | Campaign ID                                                                 |
| <code>{creative_id}</code>  | numeric        | Creative ID                                                                 |
| <code>{source_id}</code>    | numeric        | Publisher Source ID                                                         |
| <code>{sub_id}</code>       | text           | Publisher Sub-Source ID                                                     |
| <code>{price}</code>        | numeric        | Campaign bid price (per 1000 clicks)                                        |
| <code>{country}</code>      | text, ISO code | User country (ISO code)                                                     |
| <code>{subs_age}</code>     | constant, text | The age of subscription in days: 1-3, 4-7, 8-15, 16+                        |
| <code>{model_price}</code>  | constant, text | Campaign pricing model ( <u>CPC</u> or <u>CPM</u> )                         |
| <code>{cpc}</code>          | numeric        | Actual cost per click ( <u>CPC</u> )                                        |
| <code>{quality}</code>      | constant, text | Traffic quality: <b>low</b> , <b>regular</b> , <b>high</b> , <b>premium</b> |
| <code>{category}</code>     | constant, text | Campaign category: <b>adult</b> , <b>racy</b> , or <b>mainstream</b>        |
| <code>{category_src}</code> | constant, text | Traffic source category: <b>adult</b> , <b>racy</b> , or <b>mainstream</b>  |
| <code>{city}</code>         | text           | User city                                                                   |
| <code>{region}</code>       | text           | User region                                                                 |

| Macro                  | Value | Description             |
|------------------------|-------|-------------------------|
| <code>{ref}</code>     | text  | Referring page full URL |
| <code>{ip}</code>      | IP    | User IP address         |
| <code>{os}</code>      | text  | User operating system   |
| <code>{browser}</code> | text  | User browser            |

These macros can be added to your destination URL and passed to a CPA network or tracking platform for reporting and optimization purposes.

## Example URL

https://**tracker.com**/click?  
**clickid**={click\_id}  
**&source**={source\_id}  
**&campaign**={campaign\_id}  
**&country**={country}

**where:**

**tracker.com** - example CPA network or tracking platform URL  
**clickid, source, campaign, country**, etc. - are example parameters used by a CPA network or tracking platform. DAO.AD replaces the macros with actual values before redirecting the user. Parameter names may differ depending on the CPA network or tracker.

## How macro replacement works

DAO.AD URL:

**https://tracker.com/click?clickid={click\_id}&country={country}**

After click:

**https://tracker.com/click?clickid=123456789&country=US**

## Related

- [Postback Parameters](#)
- [Tracking Configuration Models](#)
- [Blacklist and Whitelist Targeting](#)
- [Micro-bidding Tool](#)

# Postback Parameters

## Summary

This page describes the parameters available for sending postback requests from a CPA network or tracking platform to DAO.AD.

| URL Parameter            | Value    | Description                                                                                                                                                                                                                |
|--------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>DAO.AD API Server</b> | constant | DAO.AD postback endpoint URL                                                                                                                                                                                               |
| <b>key</b>               | text     | Unique API key used to authenticate server-to-server (S2S) postback requests.                                                                                                                                              |
| <b>sum</b>               | numeric  | Conversion value or lead payout amount                                                                                                                                                                                     |
| <b>click-id</b>          | numeric  | Unique Click ID received from DAO.AD URL macros                                                                                                                                                                            |
| <b>type</b>              | text     | The postback type (default is <code>main</code> ). Common values include: <code>main</code> (e.g., registration), <code>dep</code> (e.g., deposit), or any custom types you define                                         |
| <b>ttl</b>               | numeric  | Time in seconds. The postback request time-to-live (TTL). During this period, any postback containing the same Click ID will be treated as a duplicate and ignored. The default value is 24 hours. Minimum value 5 seconds |

**Important:** The API key can be found on your DAO.AD [Profile page](#).

## Example URL

`http://api.daopush-api.info/api/postback/campaign?key=XXXXXXXXXXXXXXXXX&sum={sum}&click-id={click-id}&type={type}&ttl={ttl}`

**where:**

`XXXXXXXXXXXXXXXXX` - your DAO.AD API key

`{sum}`, `{click-id}`, `{type}`, `{ttl}` - example macro names used by a CPA network or tracking platform.

## How macro replacement works

DAO.AD URL:

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

After CPA/Tracker request:

http://api.daopush-api.info/api/postback/campaign?key=XXXXXXXXXXXXX&sum=10&click-id=61721111&type=dep&ttr=50

**Important:** These macro names are examples only and may differ depending on the CPA network or tracking platform. Always refer to the documentation of your CPA network or tracker.

## Why is it needed?

After a user completes a conversion, the CPA network or tracking platform sends conversion information back to DAO.AD. This data is used for reporting, optimization, automated rules, micro-bidding, and campaign analytics.

## Benefits of postback tracking:

- Accurate conversion tracking
- ROI calculation
- Automated blacklisting rules
- Micro-bidding optimization
- Source and sub-source analysis
- Campaign performance reporting

## Related

- [Tracking Configuration Models](#)
- [Blacklist and Whitelist Targeting](#)
- [Micro-bidding Tool](#)
- [Bid Adjustments](#)