Concepts

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

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

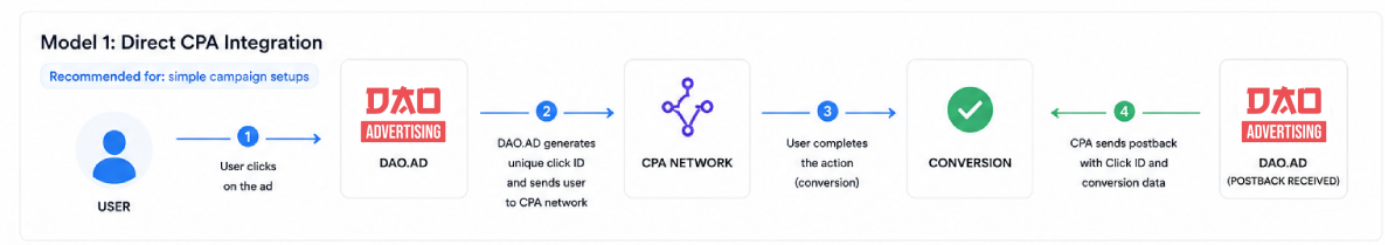
Tracking Configuration Models

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

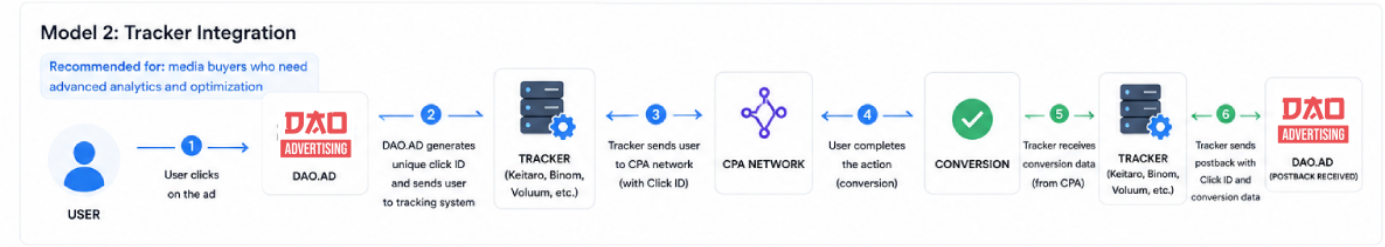


Steps:

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

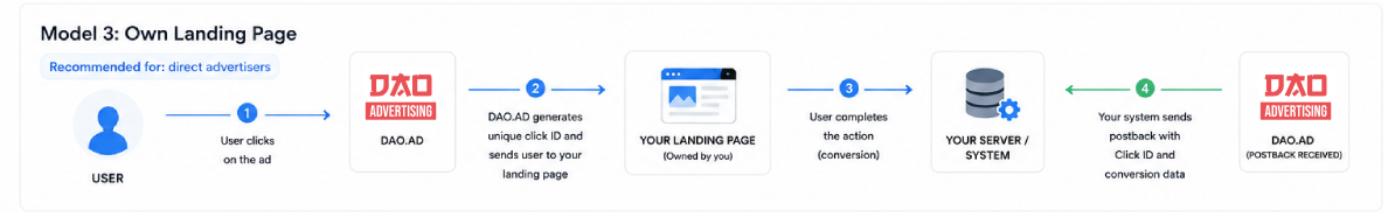


Steps:

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

Macro	Value	Description
`{ref}`	text	Referring page full URL
`{ip}`	IP	User IP address
`{os}`	text	User operating system
`{browser}`	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
DAO.AD API Server	constant	DAO.AD postback endpoint URL
key	text	Postback key used to authenticate server-to-server (S2S) postback requests.
sum	numeric	Conversion value or lead payout amount
click-id	numeric	Unique Click ID received from DAO.AD URL macros
type	text	The postback type (default is `main`). Common values include: `main` (e.g., registration), `dep` (e.g., deposit), or any custom types you define
ttl	numeric	Time in secounds. 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 postback key always present automatically in postback link of your creative as *key* value.

Example URL

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

where:

XXXXXXXXXXXXX - postback 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}**&ttl=**{ttl}**

After CPA/Tracker request:
http://api.daopush-api.info/api/postback/campaign?key=**XXXXXXXXXXXXX**&sum=**10**&click-id=**61721111**&type=**dep**&ttl=**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

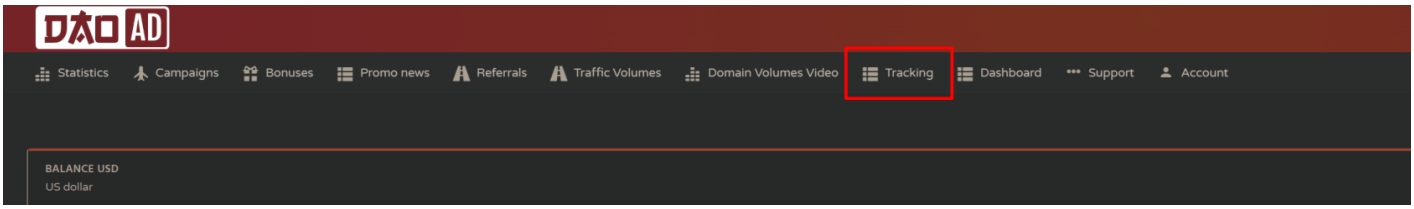
Related

- Tracking Configuration Models
- Blacklist and Whitelist Targeting
- Micro-bidding Tool
- Bid Adjustments

Tracking section

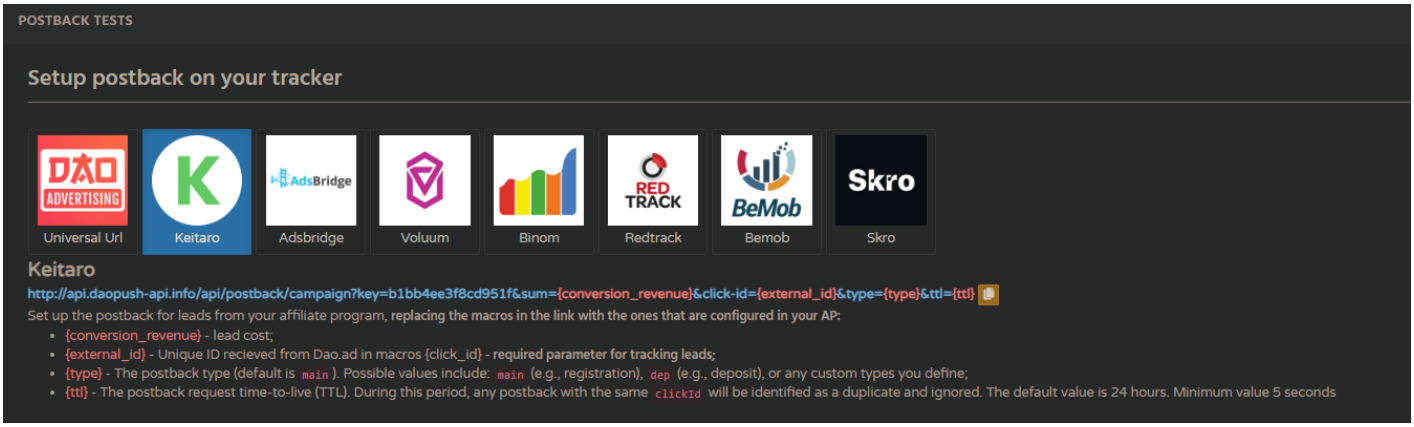
Summary

This page describes how to perform a test conversion and where to view your postback log.

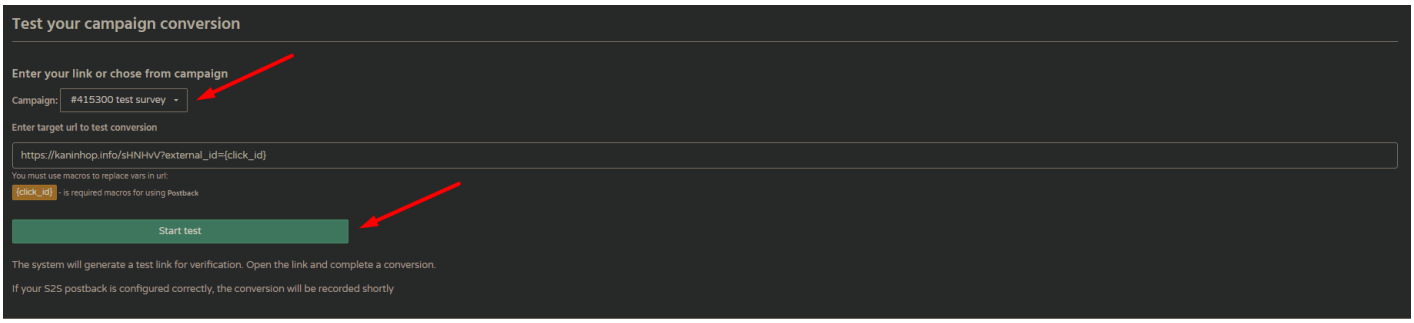


Once you reach this section, you can perform a test conversion. To do this, you need to:

- Select the tracker you use from the list. If it's not listed, you can use a universal postback link. (It's important to understand which macro you're passing the click_id parameter to so you can return it correctly.)



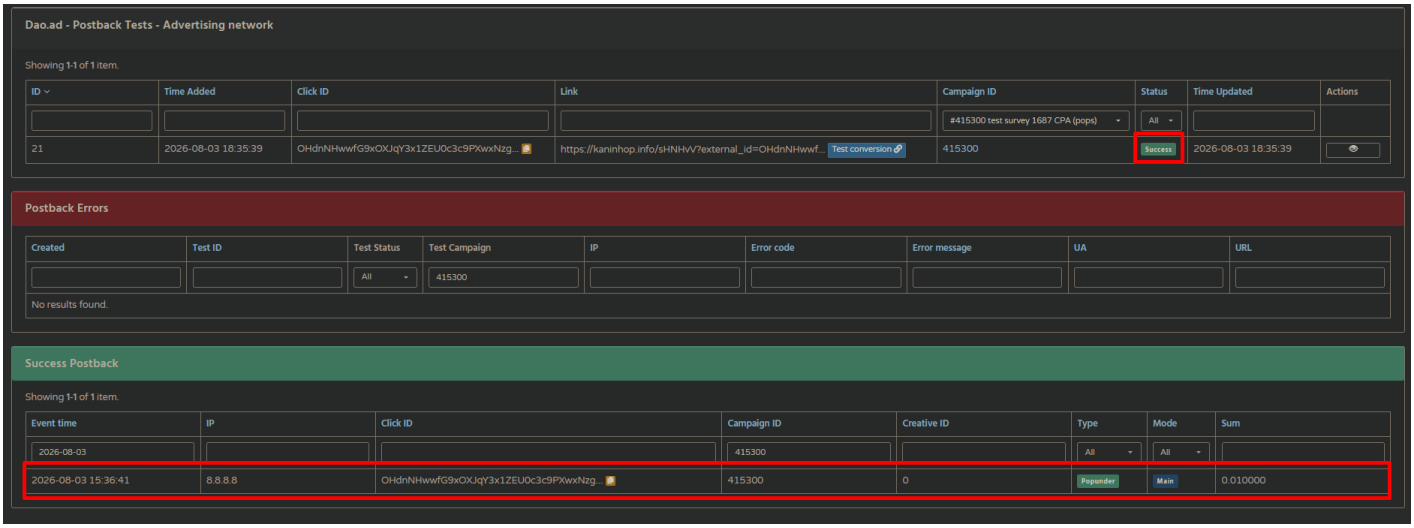
- Create a campaign with the correct link based on your tracker settings. You will then be able to select the campaign from the list (the link is automatically pulled from the campaign).



- After clicking the "Start Test" button, a link will be generated that you can use to follow the entire user flow up to lead and await the return of the postback.



- After successfully completing the lead flow, you will be able to see your conversion in the list.



In addition, all errors will be logged in the corresponding list with a detailed description, enabling the problem to be identified as quickly as possible.