

Tracking & Postback

This book covers tracking setup, postback integration, conversion attribution, and troubleshooting on the DAO.AD platform.

- Concepts
 - How tracking works
 - Tracking Configuration Models
 - Tracking Parameters
 - Postback Parameters
- Trackers and Examples
 - Keitaro
 - Voluum
 - Binom
 - Bemob
 - Test a Conversion (HTTP Examples)

Concepts

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](#)

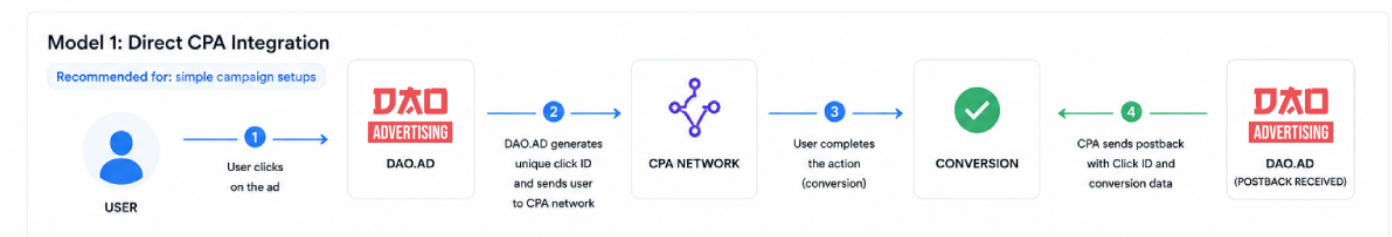
Tracking Configuration Models

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

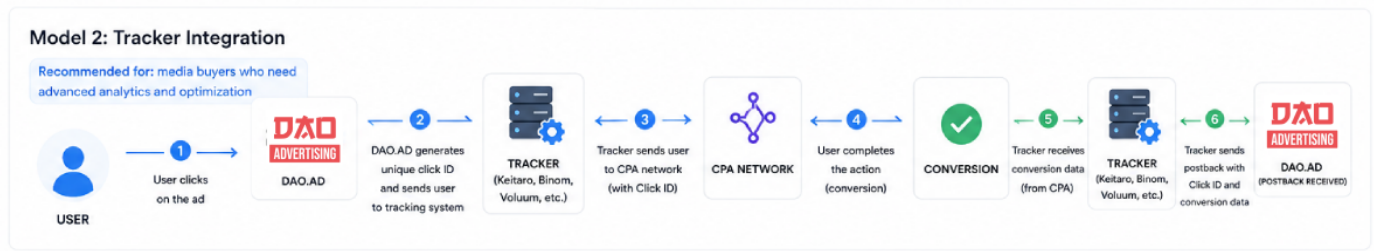


Steps:

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

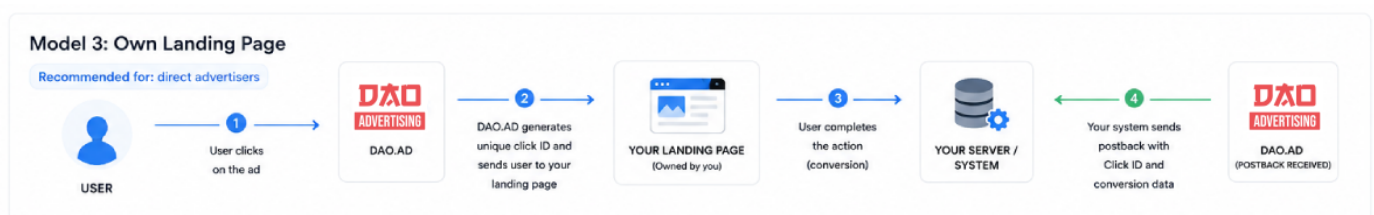


Steps:

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: low , regular , high , premium
<code>{category}</code>	constant, text	Campaign category: adult , racy , or mainstream
<code>{category_src}</code>	constant, text	Traffic source category: adult , racy , or mainstream
<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
DAO.AD API Server	constant	DAO.AD postback endpoint URL
key	text	Unique API 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 <code>main</code>). Common values include: <code>main</code> (e.g., registration), <code>dep</code> (e.g., deposit), or any custom types you define
ttl	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=XXXXXXXXXXXXX&sum={sum}&click-id={click-id}&type={type}&ttl={ttl}`

where:

`XXXXXXXXXXXXX` - 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](#)

Trackers and Examples

This chapter contains examples of integrations with common known trackers with DAO.AD

Keitaro

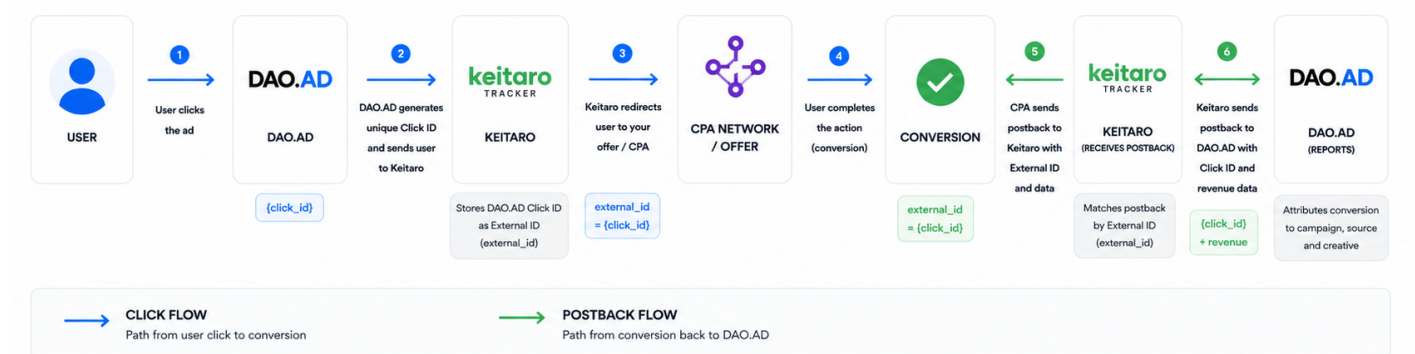
Summary

This guide explains how to integrate Keitaro with DAO.AD for click tracking and conversion tracking.

Before You Begin

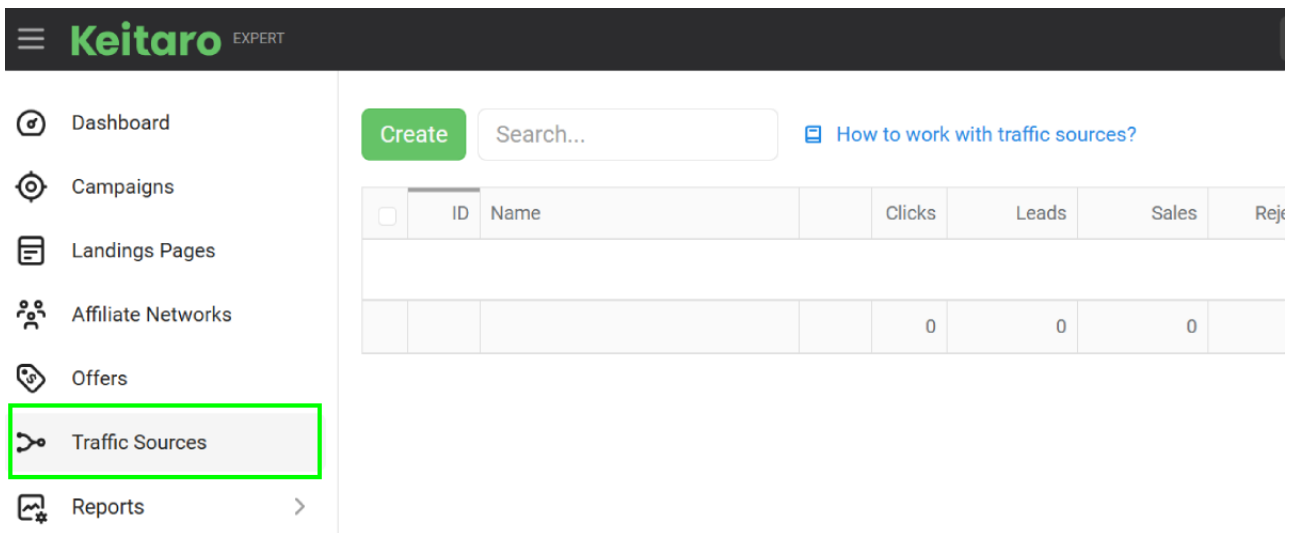
- Role: Advertiser.
- Required information:
 - Access to a Keitaro tracker
- Estimated time: 5 minutes

Keitaro Tracking Flow

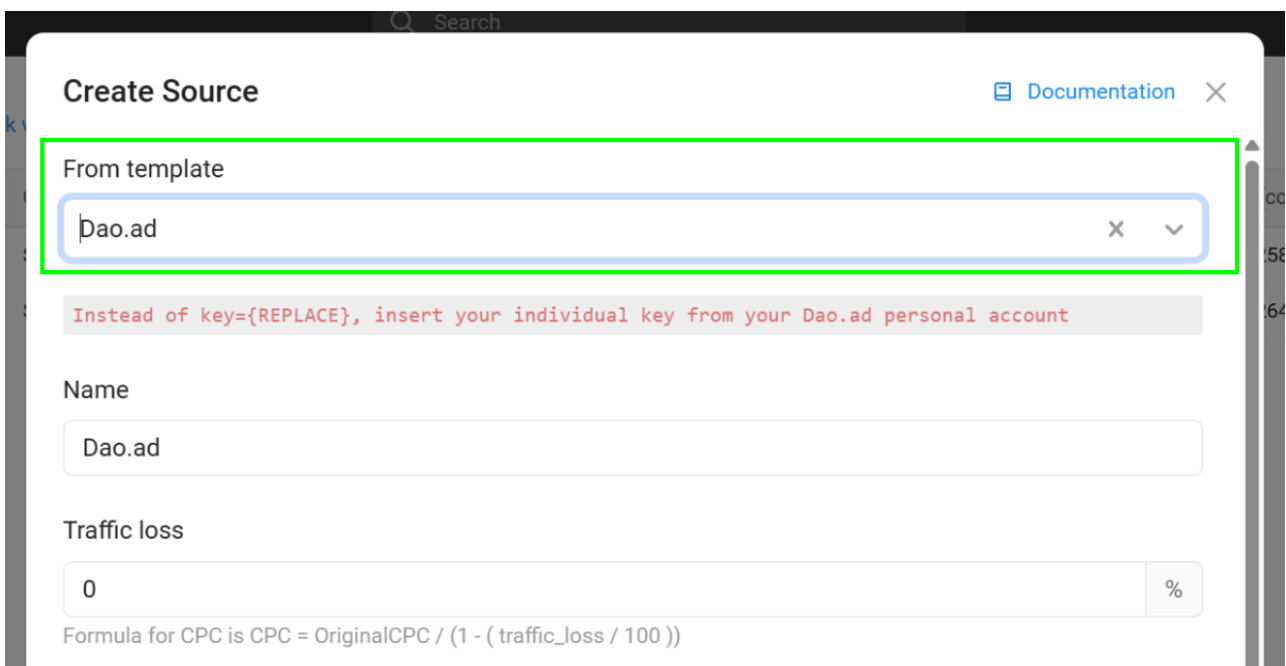


Steps

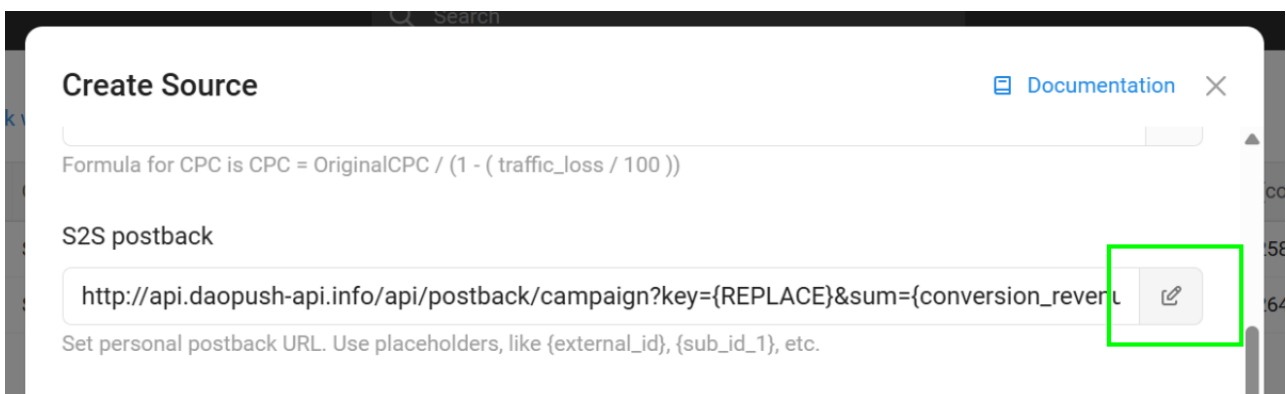
1. Sign in to Keitaro tracker.
2. Open the "Traffic Sources" menu.



3. Click the "Create" button and select the "DAO.AD" template.



4. Locate the "S2S Postback" section and click the Edit button.



5. Configure the postback URL using the URL constructor.

URL constructor

[Documentation](#) ✕

```
http://api.daopush-api.info/api/postback/campaign?key={REPLACE}&sum={conversion_revenue}&click-id={external_id}&type=main&ttl=5
```

ad_campaign_id affiliate_network_name browser browser_version campaign_alias campaign_id
campaign_name city connection_type conversion_cost conversion_profit **conversion_revenue**
conversion_time cost country creative_id current_domain date debug destination
device_brand device_model device_type **external_id** from_file ip is_bot is_using_proxy isp
keyword landing_id language offer offer_id offer_name offer_value operator original_status
os os_version parent_campaign_id previous_status profit random referrer region revenue
sample search_engine source status stream_id sub_id_1 sub_id_10 sub_id_11 sub_id_12
sub_id_13 sub_id_14 sub_id_15 sub_id_16 sub_id_17 sub_id_18 sub_id_19 sub_id_2
sub_id_20 sub_id_21 sub_id_22 sub_id_23 sub_id_24 sub_id_25 sub_id_26 sub_id_27
sub_id_28 sub_id_29 sub_id_3 sub_id_30 sub_id_4 sub_id_5 sub_id_6 sub_id_7 sub_id_8
sub_id_9 subid tid token traffic_source_name ts_id user_agent visitor_code visitor_id
x_requested_with

Values from macros are encoded to prevent XSS attack. To get a raw value, add `_` (underscore) before the macro name. Example, `{_keyword}`.

CancelApply

6. Replace the API key placeholder with your DAO.AD API key from DAO.AD Profile page and click Apply.
7. Verify that all parameters are configured correctly.

Parameters

Name	Parameter	Placeholder or value
Keyword	keyword	=
Cost	cost	= {cpc}
Currency	currency	= usd
External ID	external_id	= {click_id}
Creative ID	creative_id	= {creative_id}
Ad Campaign ID	ad_campaign_id	= {campaign_id}
Site	source	= {source_id}
model_price	model_price	= {model_price}
price	price	= {price}

8. Save the created traffic source.
9. Go to "Campaigns" menu in Keitaro tracker.
10. Create a campaign connected to your CPA network or landing page.
11. Select the previously created "DAO.AD" traffic source and save the campaign.

The screenshot shows the Keitaro EXPERT interface. On the left is a sidebar with navigation links: Dashboard, Campaigns, Landings Pages, Affiliate Networks, Offers, Traffic Sources, Reports, Trends, and Domains. The 'Campaigns' menu is selected. The main content area shows a campaign configuration form for 'CPA_CAMPAIGN'. The 'General' tab is active, showing fields for Domain, Alias, Group, and Source. The 'Source' field is set to 'Dao.ad_' and is highlighted with a green box. A 'Create Flow' button is visible on the right.

12. Copy the campaign URL by clicking the Link icon.

Keitaro EXPERT

- Dashboard
- Campaigns
- Landings Pages
- Affiliate Networks

Create Groups Search... [How to work with campaigns?](#)

ID	Name	Source
1717	CPA_CAMPAIGN	

13. Paste the campaign URL into the Creative URL field in DAO.AD.

Choose File No file chosen
Min size 360x180; 2:1

Badge icon:
Website

Uri:
https://...o/d?cost={cpc}¤cy=usd&external_id={click_id}&creative_id={creative_id}&ad_campaign_i

You can use constants to replace vars in url: {campaign_id} {sub_id} {subs_age} {creative_id} {source_id} {model_price} {price} {cpc} {click_id} {quality} {category} {category_src}

{click_id} - is required macros for using Postback

14. Save the creative and campaign settings in DAO.AD.

How it works

- DAO.AD sends a click ID to Keitaro.
- Keitaro stores this click ID and passes the user to your offer.
- When a conversion happens, Keitaro sends a postback to DAO.AD with the original click ID and conversion value.

This allows DAO.AD to attribute conversions to the correct traffic source and optimize campaign performance.

Related

- [Tracking Parameters](#)
- [Postback Parameters](#)
- [Test a Conversion \(HTTP Examples\)](#)
- [Tracking Configuration Models](#)
- [Micro-bidding Tool](#)

Volum

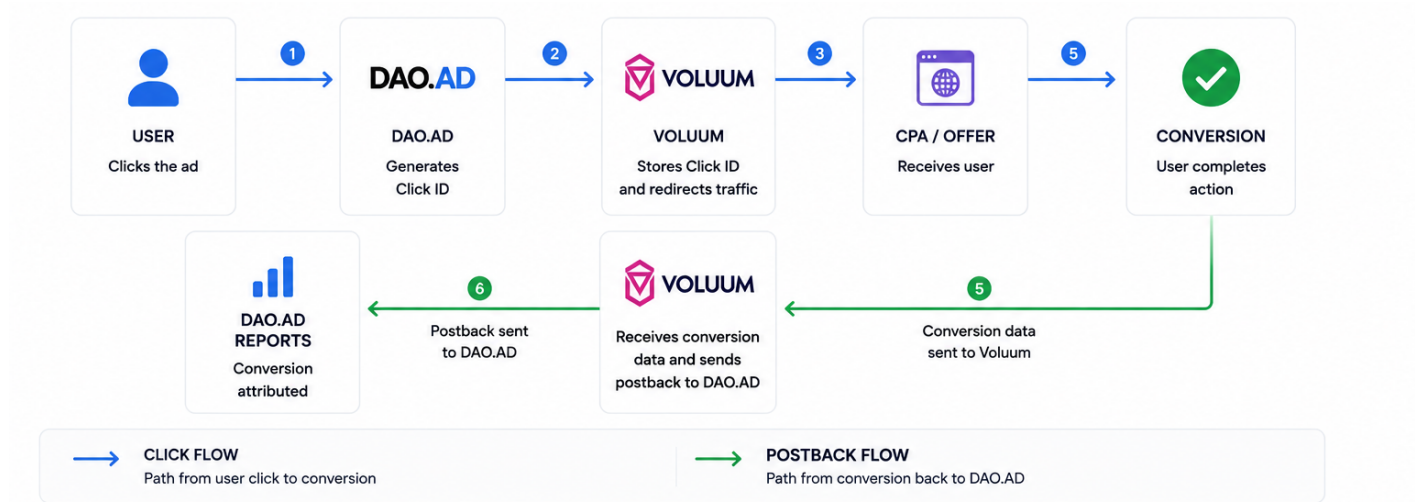
Summary

This guide explains how to integrate Volum with DAO.AD for click tracking and conversion tracking.

Before You Begin

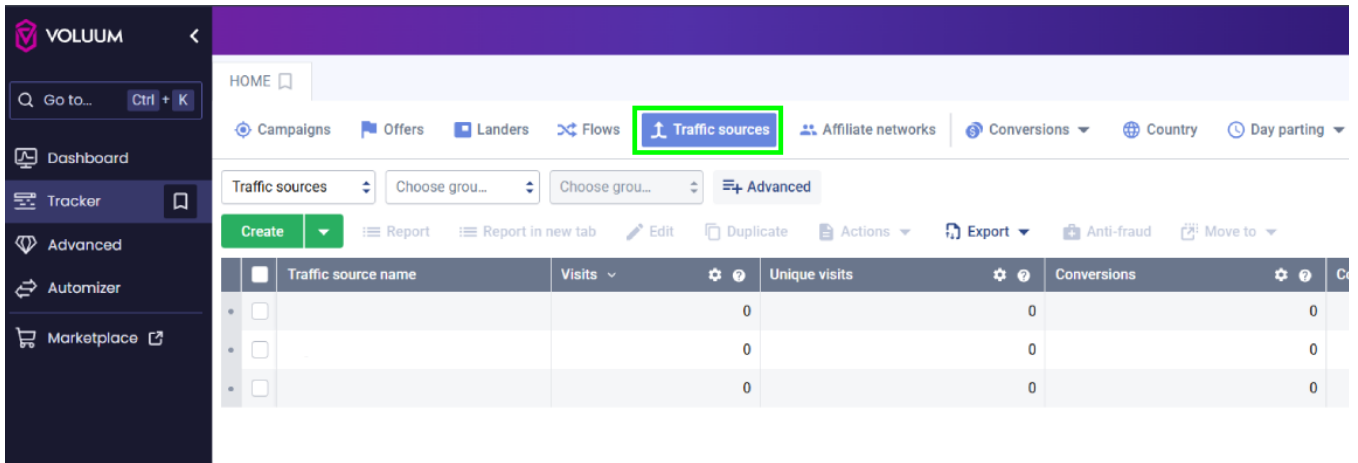
- Role: Advertiser.
- Required information:
 - Access to a Volum account
- Estimated time: 5 minutes

Volum Tracking Flow

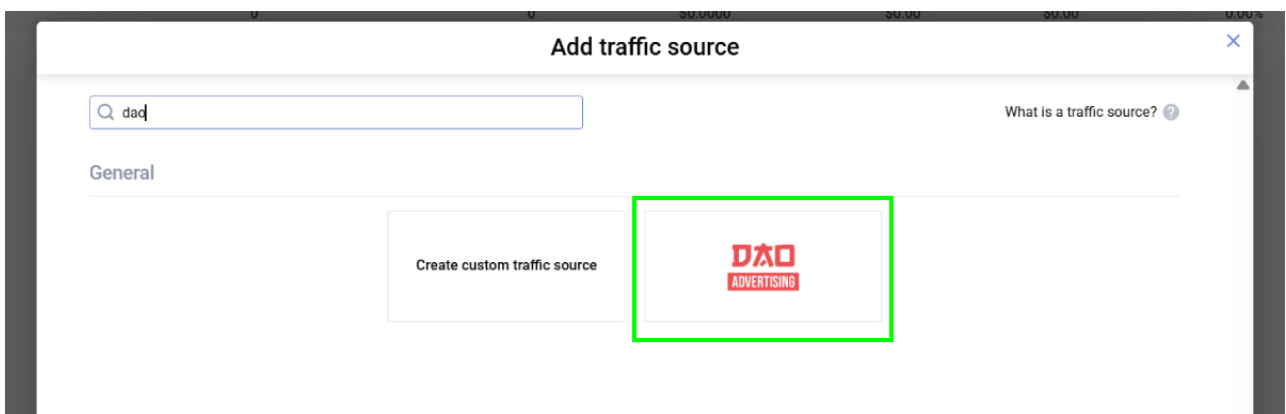


Steps

1. Sign in to Volum tracker.
2. Open the "Traffic sources" menu and click "Create".



3. Locate the "DAO.AD" template.



4. Scroll down to the "Passing conversion info to traffic source" section.

5. Replace the API key placeholder with your DAO.AD API key from the DAO.AD Profile page and click Save.

Add traffic source

Creative ID	creative_id	{creative_id}	{var3} ☒
Source ID	source_id	{source_id}	{var4} ☒
Category	category	{category}	{var5} ☒
Quality	quality	{quality}	{var6} ☒
CPM	cpm	{cpm}	{var7} ☒

[+ Add parameter](#)

Cost currency [?](#)

USD

Passing conversion info to traffic source [?](#)

☒ Traffic source postback URL [?](#)

http://api.daopush-api.info/api/postback/campaign?key=REPLACE_FROM_DAOAD&sum={payout}&click-id={externalid}&type=main&ttl=5

{externalid}

{payout}

{payout.currency}

{payout:100%}

{campaign.id}

{campaign.name}

{trafficsource.id}

{lander.id}

{lander.name}

{offer.id}

{offer.name}

{device}

{brand}

{model}

{browser}

{browser.version}

{os}

{os.version}

{country}

{region}

{city}

{isp}

{connection.type}

{carrier}

{ip}

{countryname}

{referrerdomain}

{language}

{useragent}

{transaction.id}

{click.id}

{var1}

{var2}

{var3}

{var:variable name}

{conversion.cost}

{event.type}

{workspace.id}

{workspace.name}

{postbacktime}

{param1}

{param2}

{param3}

{param4}

{param5}

[? Tokens dictionary](#)

☐ Traffic source postback URL per event type [?](#)

☐ Pixel redirect URL [?](#)

More tracking options

☐ Impression tracking [?](#)

Cancel
Save

6. Go to "Campaigns" menu in Voluum tracker.
7. Create a campaign connected to your CPA network or landing page.
8. Select the previously created "DAO.AD" traffic source and choose a traffic type (optional).

New campaign

GENERAL
TRACKING & AUTOMIZER

General [Walkthrough](#)

Traffic source

DaoAD

Traffic type [?](#) (optional)

Select type of traffic

Country label [?](#)

Global

Name

DaoAD - Global -

Cost model [?](#)

Auto (CPC/CPM)

☐ Traffic loss (%) [?](#)

Transition between ad and campaign funnel

☒ Redirect [?](#) ☐ Direct [?](#) [What is the difference?](#)

[Tags](#)

[Notes](#)

9. Add a previously created Offer in Voluum (for example, a CPA offer or landing page).

New campaign

GENERAL

TRACKING & AUTOMIZER

General

Walkthrough

Traffic source

DaoAD

Traffic type (optional)

Push

Country label

Global

Name

DaoAD - Global - Offer1

Cost model

Auto (CPC/CPM)

Traffic loss (%)

Transition between ad and campaign funnel

Redirect

Direct

What is the difference?

Tags

Notes

Campaign destination

Flow

Path

Path Destination

Landers & Offers

Offers only

Transition to offer

302

Meta refresh

Double meta refresh

Direct

Your traffic's flow: Ad → Lander → Offer

Landers

Add lander

1. Select lander

100 (100.00%)

Offers

Add offer

Global - Offer 1

100 (100.00%)

Cancel

Save

10. Open the Tracking & Automizer tab and copy the Voluum Campaign URL.

GENERAL

Tracking

In order to start tracking you need a domain, if the issue persists, please contact the support.

Campaign tracking *(required)*

[Campaign details](#)

Campaign name

DaoAD - Global - Offer1

Campaign ID

00a1-1a2-3456-7890-43h46e11f

1 Submit Campaign URL to DaoAD

1. Go to [DaoAD](#) and create or edit a campaign.

2. Set the Voluum Campaign URL as the destination page.

Voluum Campaign URL

Test campaign *(recommended)*

Test your tracking setup

new

Run a quick tracking test before you go live.

Test campaign

Review *(double-check prior setup)*

1 Submit Voluum Postback URL to partner platform

TRACKING & AUTOMIZER

Automizer

Add Automizer rules

Start entering rule name

Automizer rules will automatically execute actions when certain conditions are met, like stopping an unprofitable campaign or alerting when your offer stops converting. [Learn more.](#)

Using the Automizer will allow you to:

Connect Voluum with your traffic sources via API integration

Perform various actions on your campaigns

Automate your traffic with rules

11. Paste the Voluum Campaign URL into the DAO.AD Creative URL field and click **Save**.

How It Works

- DAO.AD generates a unique click ID and passes it to Voluum.
- Voluum stores the click ID and redirects the user to your offer.
- When a conversion occurs, Voluum sends a postback to DAO.AD containing the original click ID and conversion value.

This allows DAO.AD to attribute conversions to the correct traffic source and optimize campaign performance.

Related

- [Keitaro](#)
- [Tracking Parameters](#)
- [Postback Parameters](#)
- [Test a Conversion \(HTTP Examples\)](#)
- [Tracking Configuration Models](#)
- [Micro-bidding Tool](#)

Binom

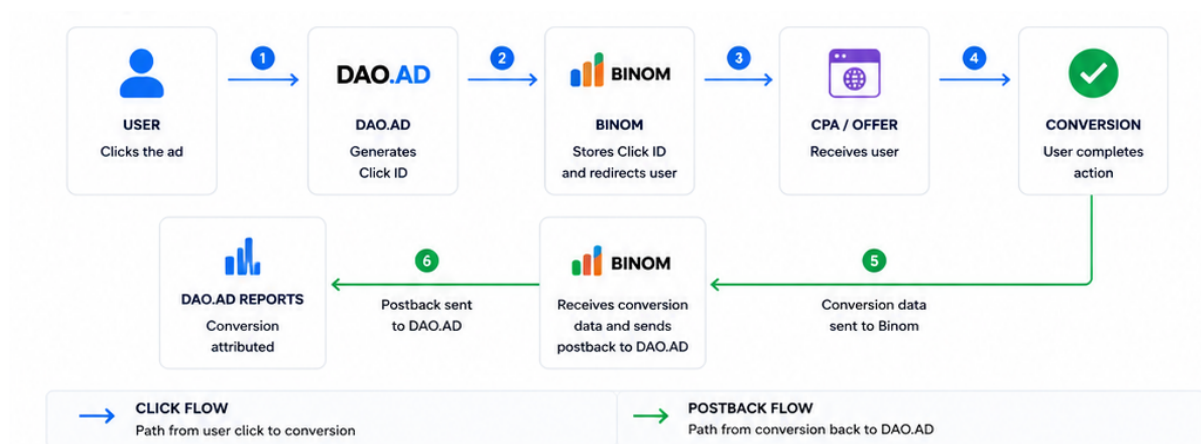
Summary

This guide explains how to integrate Binom with DAO.AD for click tracking and conversion tracking.

Before You Begin

- Role: Advertiser.
- Required information:
 - Access to your Binom account
- Estimated time: 5 minutes

Binom Tracking Flow



Steps

1. Sign in to Binom.
2. Open the "Traffic sources" menu and click "Create".

Binom | Traffic sources

Campaigns Landers Offers Rotations Aff. networks **Traffic sources** Trends Conversions Clicklog

Create + Report Edit Clone Note Delete .csv Info

ID	Name	Tags	Clicks	CR	Leads	EPC	CPC	Bots	Revenue
1			0	0.00%	0	0.00000\$	0.00000\$	0	0.00\$
2			0	0.00%	0	0.00000\$	0.00000\$	0	0.00\$
3			0	0.00%	0	0.00000\$	0.00000\$	0	0.00\$
4			0	0.00%	0	0.00000\$	0.00000\$	0	0.00\$
5			0	0.00%	0	0.00000\$	0.00000\$	0	0.00\$

3. Click "Load from template"

Create traffic source Note +

Load from template

Name

Postback URL QR Code

External ID + Payout +

Tags Choose tags ^

4. Find "DAO.AD" in the list of predefined templates.

Predefined Traffic Sources

Ads format ^ Traffic type ^

Name	Ads Format	Traffic Type	Self-serve	Country
Dao.ad		mobile, desktop	+	Global

5. Replace the placeholder API key with your DAO.AD API key from the DAO.AD Profile page and click Save.

Create traffic source

Note +

Load from template

Name

Dao.ad

Postback URL ?

o/api/postback/campaign?key=[REPLACE_FROM_DAOAD]&sum={payout}&click [QR Code](#)

External ID ×

Payout ×

Tags

Choose tags ^

Advanced settings ▾

	Parameter ?	Placeholder ?	Name ?
External ID ?	click_id	{click_id}	
Cost ?	cpc	{cpc}	
Token 1 ?	sub_id	{sub_id}	sub_id
Token 2	campaign_id	{campaign_id}	campaign_id
Token 3	source_id	{source_id}	source_id
Token 4	creative_id	{creative_id}	creative_id
Token 5	browser	{browser}	browser
Token 6	platform	{platform}	platform
Token 7			
Token 8			
Token 9			
Token 10			

Add Token +

Save 

Cancel ×

6. Go to "Campaigns" menu in Binom.
7. Create a campaign connected to your CPA network or landing page.
8. Select the previously created "DAO.AD" traffic source.
9. Copy the campaign URL by clicking the link icon next to the campaign name.

Binom Campaigns						
Campaigns	Landers	Offers	Rotations	Aff. networks	Traffic sources	Trends
Conversions	Clicklog					
Create +	Report ↗	Edit ✎	Clone 📄	Note 📝	Delete 🗑	Clear 🧼
					.csv 📄	Info ⓘ
ID	Name	Tags	Clicks	Group	Traffic Source	
1	Transfer from Binom to Desktop	Mobile (+1)	0	Desktop	Transfer from Binom	
2	Transfer from Binom to Mobile	Mobile	0	Install	Transfer from Binom	
3	Transfer from Binom to Black	Black	0	Install	Transfer from Binom	

10. Paste the Binom Campaign URL into the DAO.AD Creative URL field and click **Save**.

How It Works

- DAO.AD generates a unique click ID and passes it to Binom.
- Binom stores the click ID and redirects the user to your offer.
- When a conversion occurs, Binom sends a postback to DAO.AD containing the original click ID and conversion value.

This allows DAO.AD to attribute conversions to the correct traffic source and optimize campaign performance.

Related

- [Voluum](#)
- [Tracking Parameters](#)
- [Postback Parameters](#)
- [Test a Conversion \(HTTP Examples\)](#)
- [Tracking Configuration Models](#)
- [Micro-bidding Tool](#)

Bemob

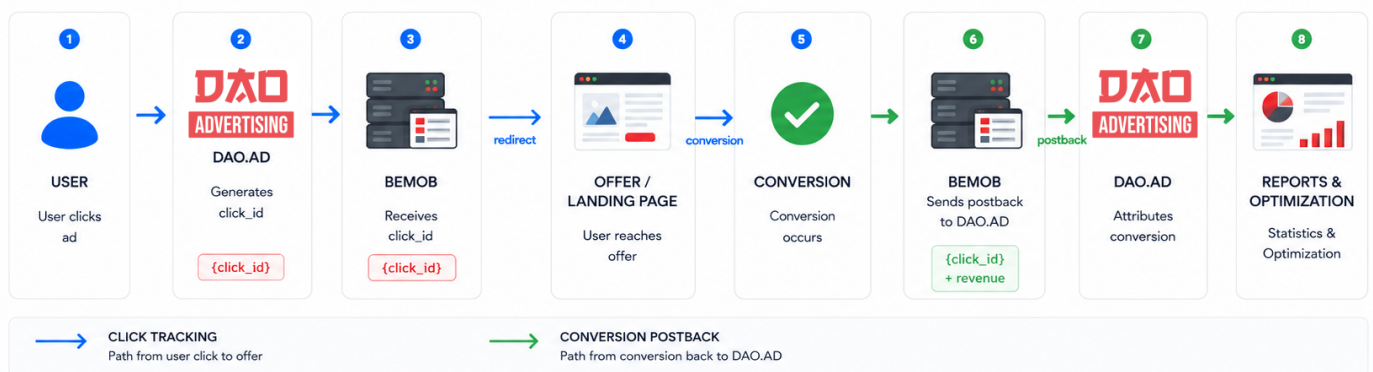
Summary

This guide explains how to integrate Bemob with DAO.AD for click tracking and conversion tracking.

Before You Begin

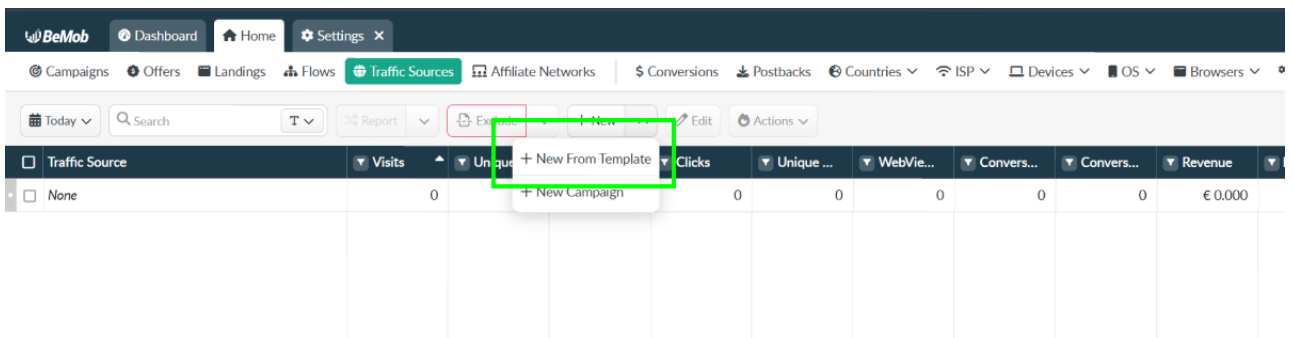
- Role: Advertiser.
- Required information:
 - Access to your Bemob account
- Estimated time: 5 minutes

Bemob Tracking Flow

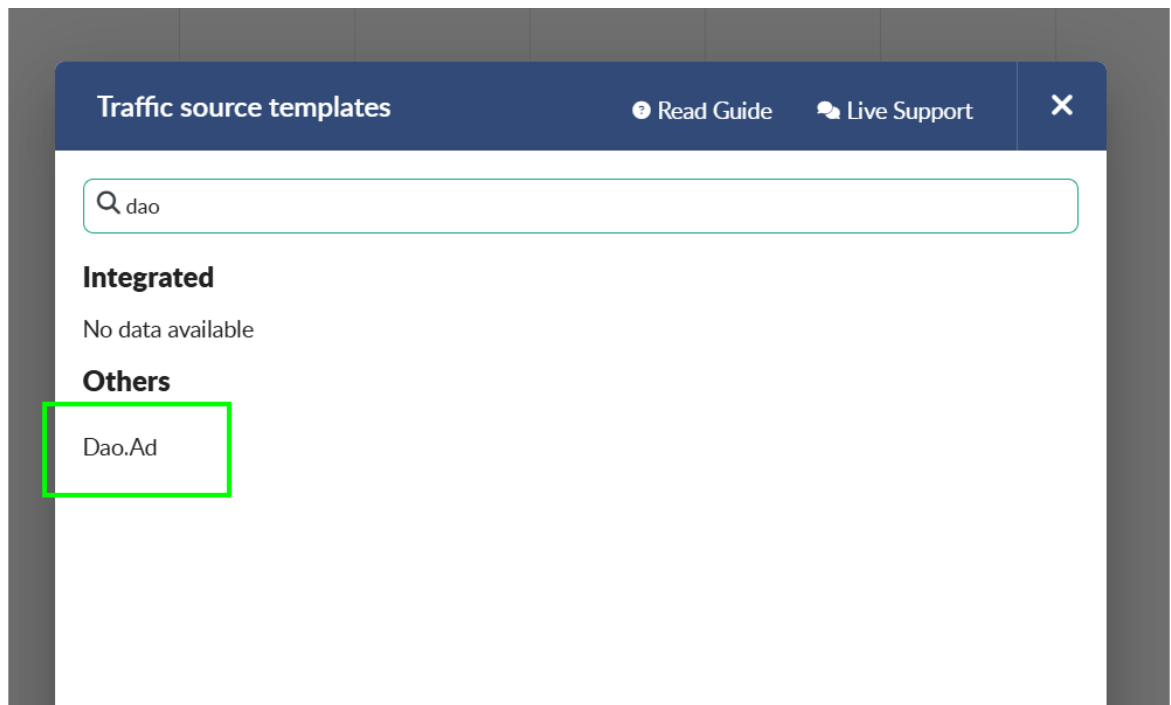


Steps

1. Sign in to Bemob.
2. Open the "Traffic sources" menu and select "New from template".



3. Find "DAO.AD" in the list of predefined templates.



4. Replace the placeholder API key with your DAO.AD API key from your DAO.AD Profile page and click Save.

Create traffic source

Read GuideLive Support

×

1. Traffic source details

Workspace*

Master

Name*

Dao.Ad

Tags

Select or type tags...

Postback URL

http://api.daopush-api.info/api/postback/campaign?ke=**REPLACE**&sum={payout}&click-id={externalId}&type=main&ttl=5

Available tokens:

+ {externalId}

+ {payout}

+ {campaignCpa}

+ {campaignId}

+ {trafficSourceId}

+ {landingId}

+ {offerId}

+ {deviceIdType}

+ {deviceVendor}

+ {deviceModel}

+ {browser}

+ {browserVersion}

+ {os}

+ {osVersion}

+ {country}

+ {countryCode}

+ {city}

+ {region}

+ {isp}

+ {connectionType}

+ {mobileCarrier}

+ {ip}

+ {referrerDomain}

+ {lang}

+ {transactionId}

+ {clickId}

+ {custom1}

+ {custom2}

+ {customN}

+ {payout.CURRENCY}

+ {status}

+ {userAgent}

+ {timestamp}

+ {cc}

+ {offerName}

+ {offerCurrency}

Send postbacks for selected statuses

☒ Approved
 ☐ New
 ☐ Declined
 ☐ Chargeback

Conversions Shaving % (Previously Named Send Postbacks, %)

100%

Traffic Loss, %

None

Integration

None

Errors occurred: 0

2. Parameters

Query paramToken

External ID

ref_id

{click_id}

Cost

cpc

{cpc}

	Query param	Token	Name	Mask
Custom 1	campaign_id	{campaign_id}	Campaign ID	☐ ⓘ
Custom 2	sub_id	{sub_id}	Sub ID	☐ ⓘ
Custom 3	creative_id	{creative_id}	Creative ID	☐ ⓘ
Custom 4	source_id	{source_id}	Source ID	☐ ⓘ
Custom 5	e.g. site_id	e.g. {site_id}	e.g. Site ID	☐ ⓘ
Custom 6	e.g. src_hostname	e.g. {src_hostname}	e.g. Source domain	☐ ⓘ
Custom 7	e.g. variation_id	e.g. {variation_id}	e.g. Variation ID	☐ ⓘ
Custom 8	e.g. zone_id	e.g. {zone_id}	e.g. Zone ID	☐ ⓘ
Custom 9	e.g. parameter	e.g. {token}	e.g. Token description	☐ ⓘ
Custom 10	e.g. parameter	e.g. {token}	e.g. Token description	☐ ⓘ

Cancel

Save

- Go to "Campaigns" menu in Bemob.
- Create a campaign connected to your offer or landing page.
- Select the previously created "DAO.AD" traffic source.

Create Campaign

Read GuideLive Support

×

1. Campaign details

Workspace*

Master

Name*

DAO.AD offer

Dao.Ad - Global - DAO.AD offer

Traffic source*

Dao.Ad

Country

Global

Tags

Select or type tags...

2. Destination

Destination

☒ Flow
 ☐ Built-In Flow
 ☐ URL

Flow*

Select flow for your campaign...

- Copy the Campaign URL by clicking the copy icon next to the Campaign URL field.

Campaign Links

Live Support

X

Campaign name

DAO.AD offer

Copy

Campaign URL  QR

https://8y4xs.bemobtrcks.com/go/7a8aea86-3c8b-4e20-9b9f-b05aa8b8c5d3?cpc...

Copy

Campaign test URL  QR

https://8y4xs.bemobtrcks.com/test/go/7a8aea86-3c8b-4e20-9b9f-b05aa8b8c5d3...

Copy

Campaign redirect JS script

<script type="text/javascript">!function(){var a=document.createElement("script");a...

Copy

Click URL

https://8y4xs.bemobtrcks.com/click

Copy

Multi-offer click URL

https://8y4xs.bemobtrcks.com/click/1

Copy

Postback URL  Custom Conversions Tracking

https://8y4xs.bemobtrcks.com/postback?cid=REPLACE&payout=OPTIONAL&txid=...

Copy

Postback pixel  Custom Conversions Tracking

Copy

Postback script  Custom Conversions Tracking

<script async type="text/javascript" src="https://8y4xs.bemobtrcks.com/conversion..." data-bbox="138 517 693 532"/>

Copy

Postback URL (for TXT response)   Custom Conversions Tracking

https://8y4xs.bemobtrcks.com/conversion.txt?cid=REPLACE&payout=OPTIONAL&...

Copy

9. Paste the Bemob Campaign URL into the DAO.AD Creative URL field and click **Save**.

How It Works

- DAO.AD generates a unique click ID and passes it to Bemob.
- Bemob stores the click ID and redirects the user to your offer.
- When a conversion occurs, Bemob sends a postback to DAO.AD containing the original click ID and conversion value.

This allows DAO.AD to attribute conversions to the correct traffic source and optimize campaign performance.

Related

- [Binom](#)
- [Tracking Parameters](#)
- [Postback Parameters](#)
- [Test a Conversion \(HTTP Examples\)](#)
- [Tracking Configuration Models](#)
- [Micro-bidding Tool](#)

Test a Conversion (HTTP Examples)

Summary

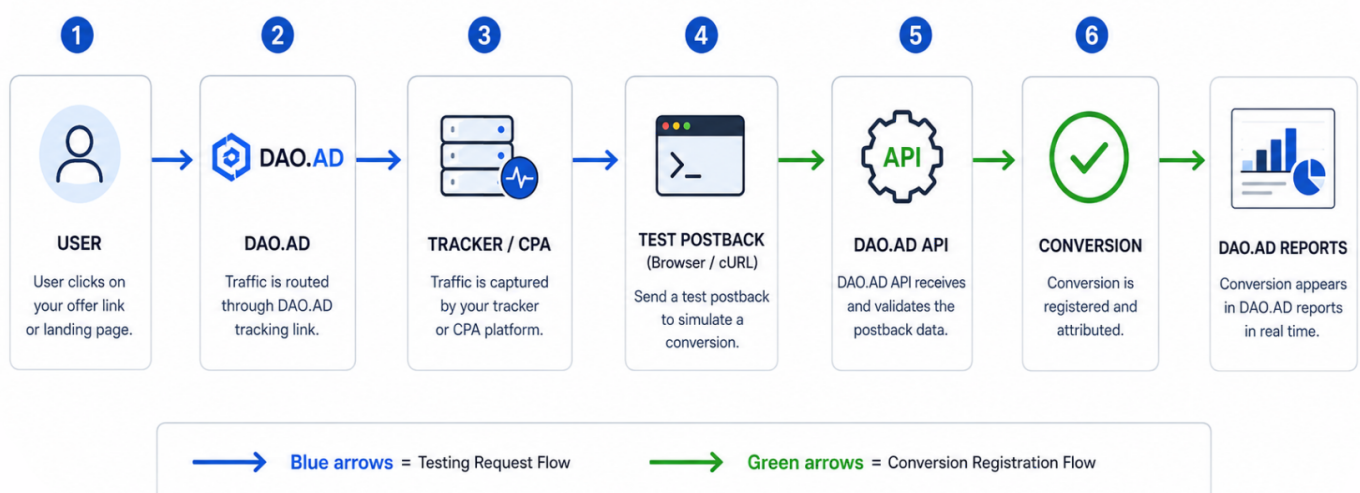
This guide explains how to manually test a conversion postback using a web browser or HTTP request tools. It helps verify that your tracking configuration is working correctly before launching a campaign.

When should you use this?

Use conversion testing when:

- Setting up a new CPA network
- Configuring Keitaro, Binom, Voluum, or another tracker
- Verifying postback parameters
- Troubleshooting missing conversions

Test Conversion Flow



Example DAO.AD Postback URL

```
http://api.daopush-api.info/api/postback/campaign?  
key=YOUR_API_KEY  
&sum=1  
&click-id=123456789  
&type=main
```

Parameter explanation:

| Parameter | Example | Description |
|-----------|--------------|-------------------|
| key | YOUR_API_KEY | DAO.AD API key |
| sum | 1 | Conversion payout |
| click-id | 123456789 | Original click ID |
| type | main | Conversion type |

Method 1: Browser Test

Simply open the URL in your browser:

```
http://api.daopush-api.info/api/postback/campaign?key=YOUR_API_KEY&sum=1&click-  
id=123456789&type=main
```

Expected result:

```
{"status":"success"}
```

or similar success response.

Method 2: cURL Example

Linux / macOS / Windows Terminal

```
curl "http://api.daopush-api.info/api/postback/campaign?key=YOUR_API_KEY&sum=1&click-  
id=123456789&type=main"
```

Expected result:

```
{"status":"success"}
```

Method 3: Keitaro Test

1. Open the campaign.
2. Find a real Click ID.
3. Replace `{external_id}` with that Click ID.
4. Send the postback manually.
5. Verify that the conversion appears in DAO.AD statistics.

Method 4: Binom Test

1. Open Click Log.
2. Copy a valid Click ID.
3. Execute the postback URL manually.
4. Check DAO.AD Reports.

Common Errors

Invalid API Key

```
{"status":"error","message":"invalid key"}
```

Solution:

Verify the API key from your DAO.AD Profile page.

Missing Click ID

```
{"status":"error","message":"click-id not found"}
```

Solution:

Use a valid Click ID generated by DAO.AD.

Duplicate Conversion

```
{"status":"error","message":"duplicate conversion"}
```

Solution:

Check the TTL parameter or use a new Click ID.

Related

- [Tracking Parameters](#)

- [Postback Parameters](#)
- [Tracking Configuration Models](#)
- [Micro-bidding Tool](#)
- [Binom](#)
- [Keitaro](#)