Bemob

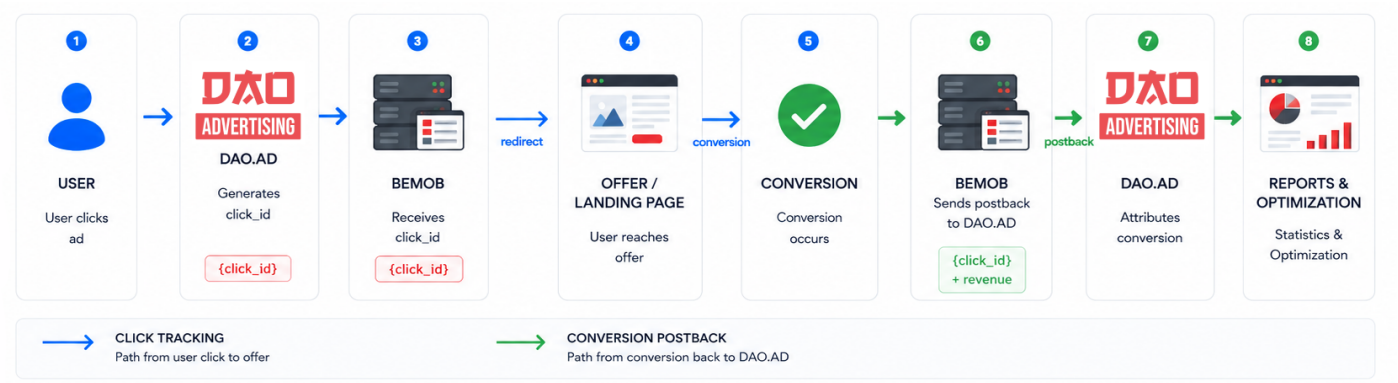
Summary

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

Before You Begin

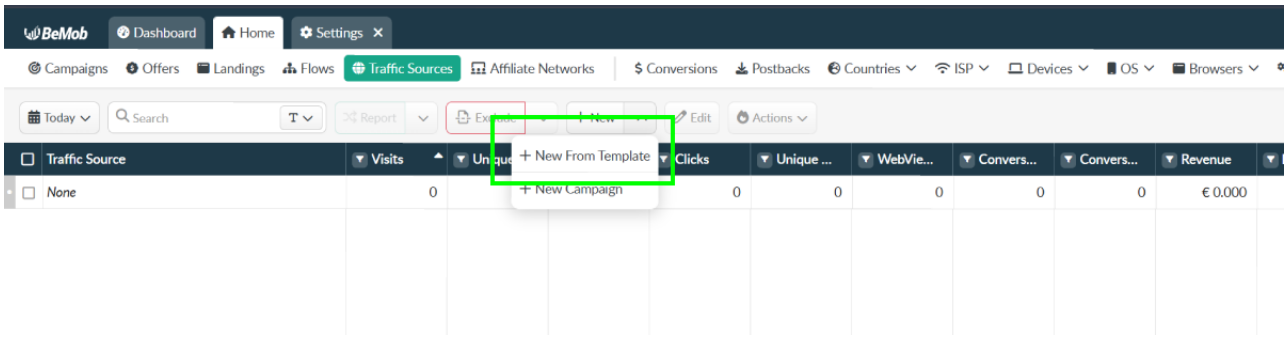
- Role: Advertiser.
- Required information:
  - Access to your Bemob account
- Estimated time: 5 minutes

Bemob Tracking Flow

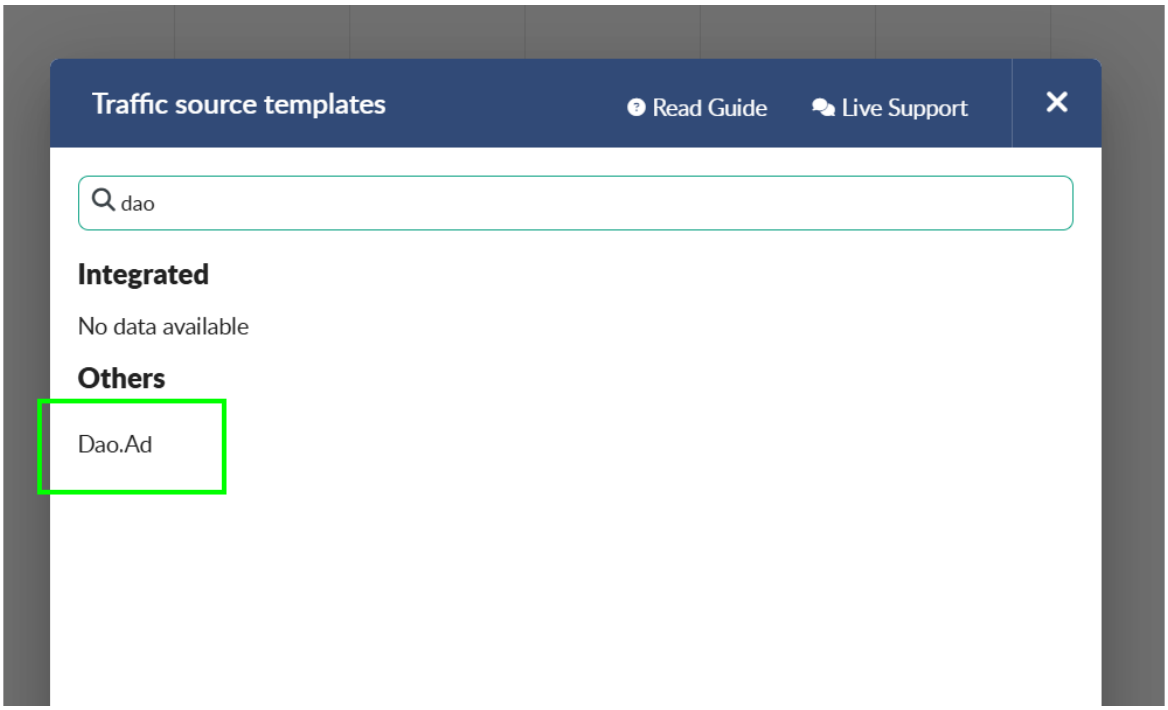


Steps

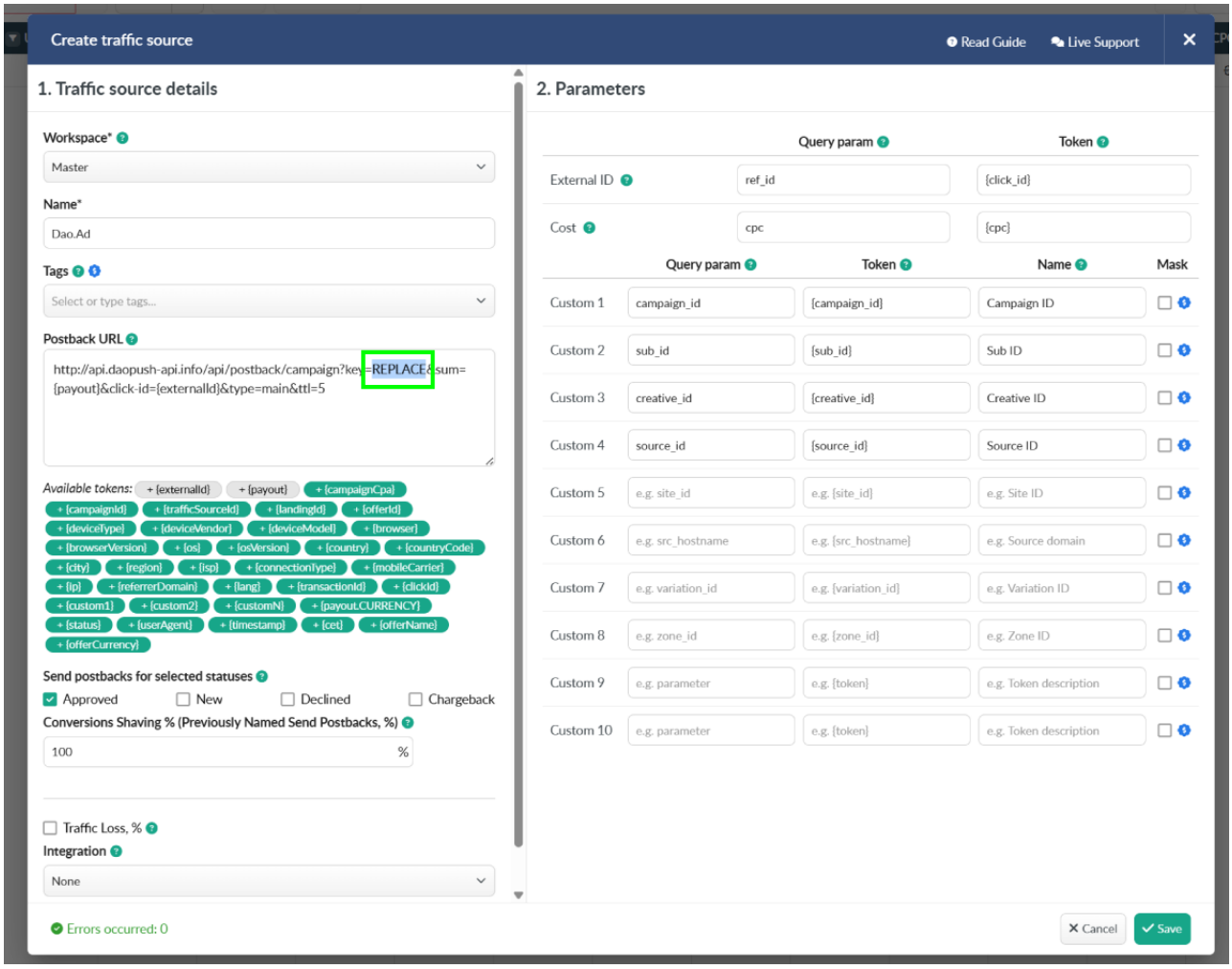
1. Sign in to Bemob.
2. Open the "Traffic sources" menu and select "New from template".



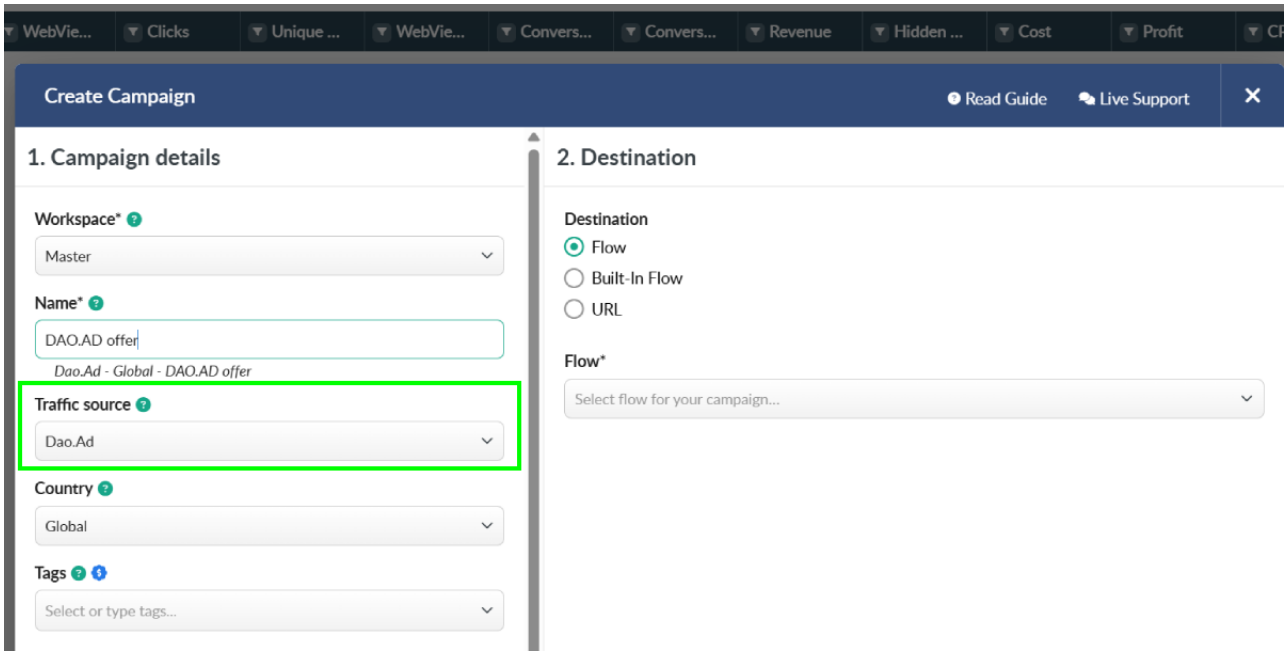
3. Find "DAO.AD" in the list of predefined templates.



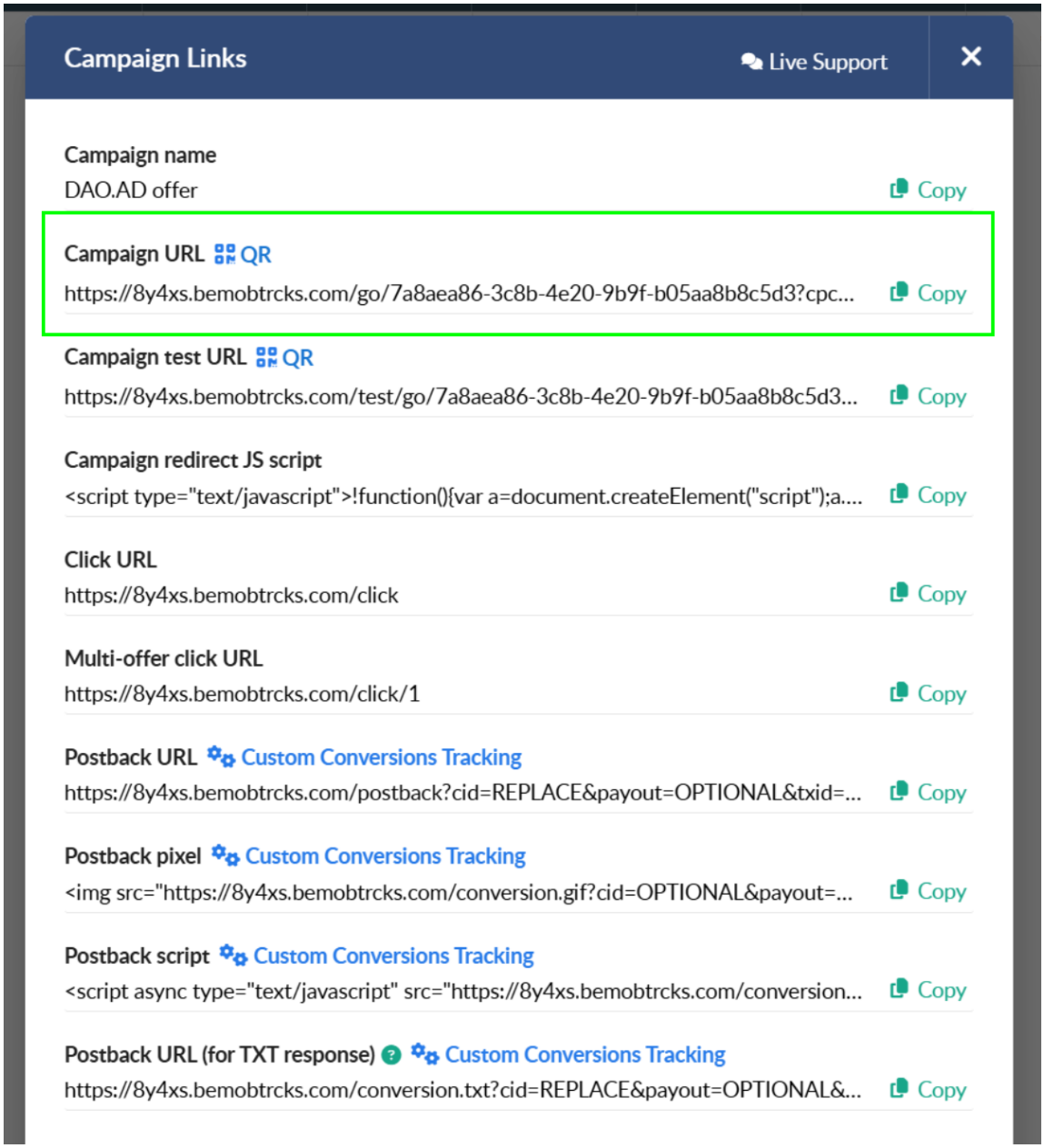
4. Replace the placeholder postback key with your DAO.AD postback key from your edit creative popup and click Save.



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



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



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

Revision #5
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