

Binom

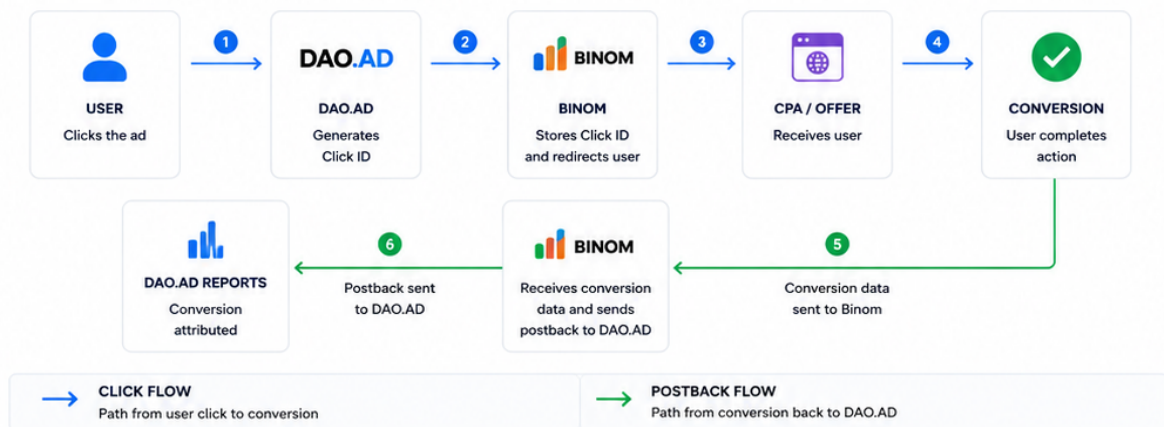
Summary

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

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 to the main page Desktop	Mobile (+1)	0	Desktop	Transfer to the main page	
2	Transfer to the main page Mobile	Mobile	0	Install	Transfer to the main page	
3	Transfer to the main page Black	Black	0	Install	Transfer to the main page	

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](#)