Binom

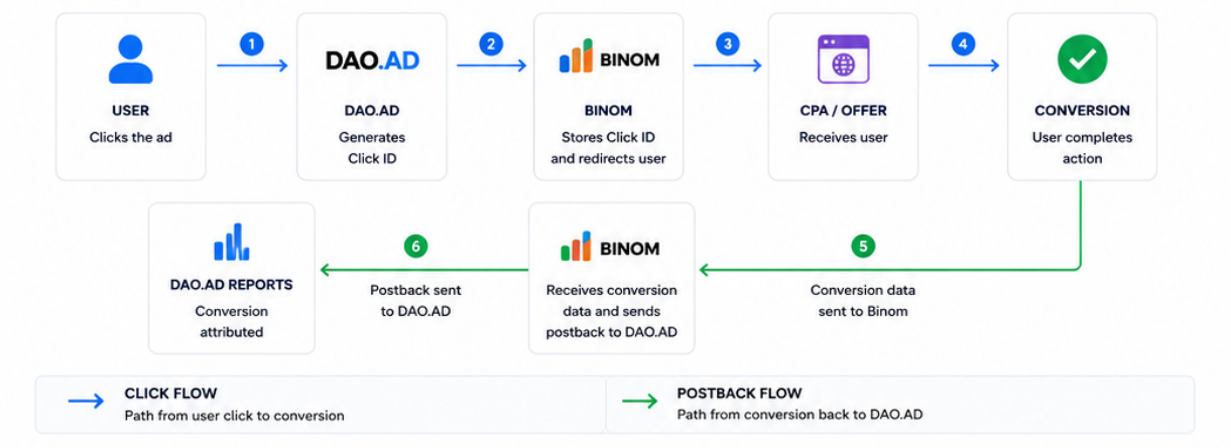
Summary

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

Before You Begin

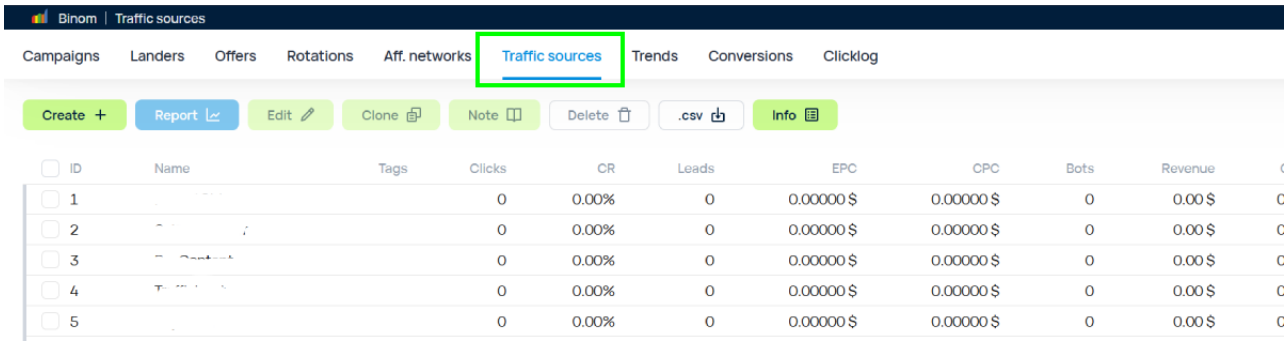
- Role: Advertiser.
- Required information:
  - Access to your Binom account
- Estimated time: 5 minutes

Binom Tracking Flow

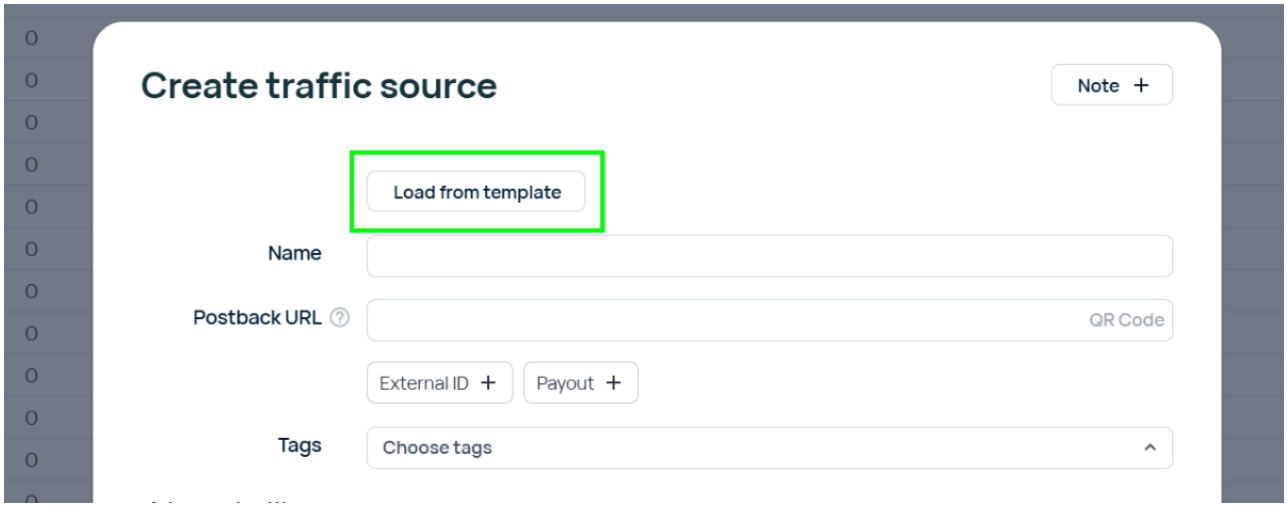


Steps

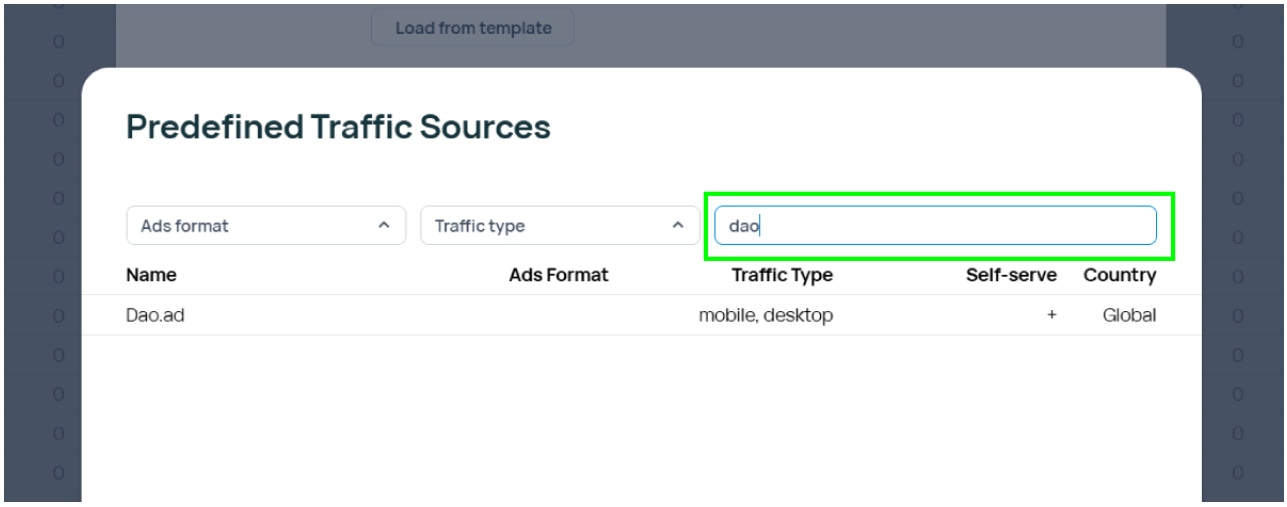
1. Sign in to Binom.
2. Open the "Traffic sources" menu and click "Create".



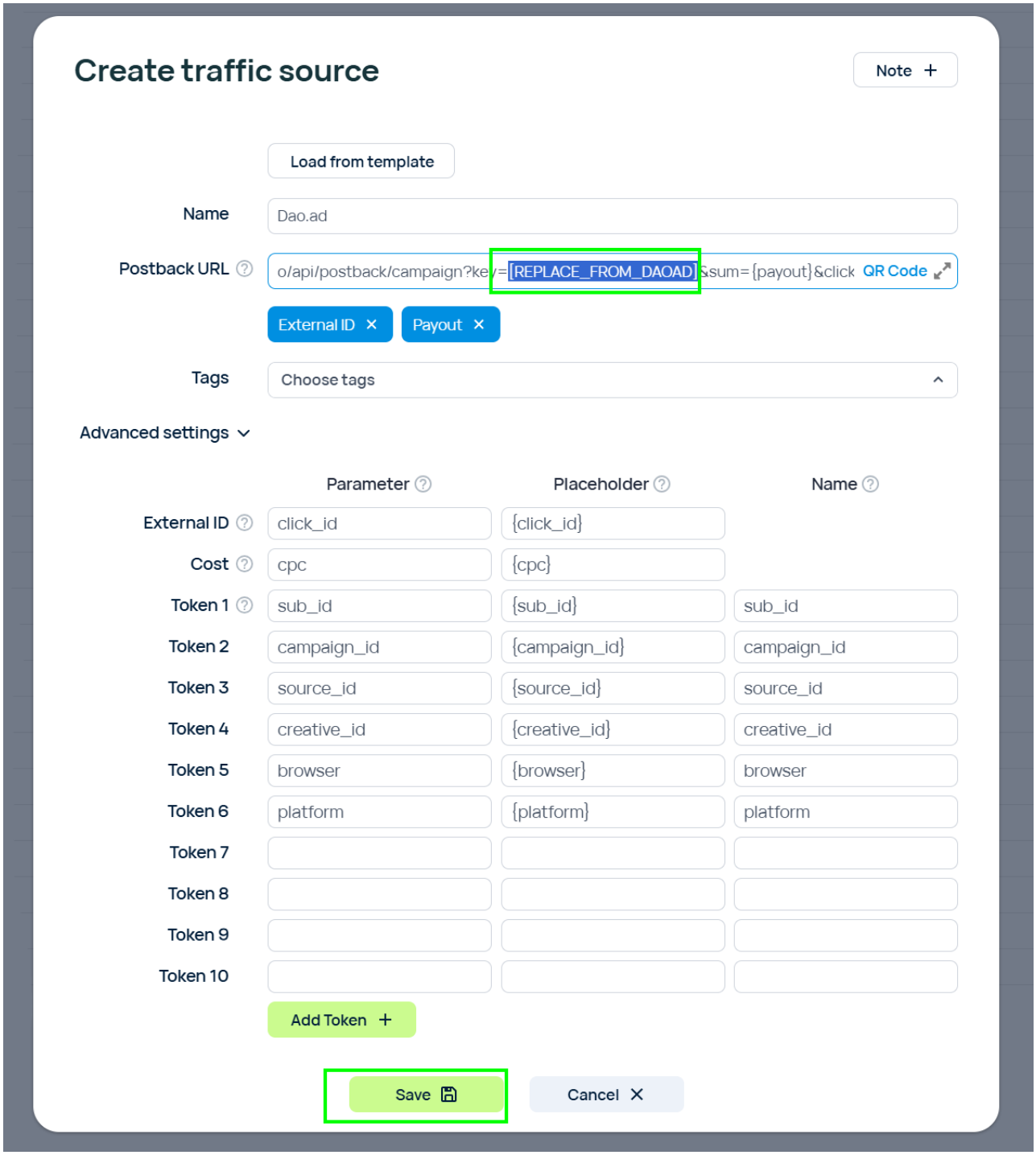
3. Click "Load from template"



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



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



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.



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

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