

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](#)

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