Keitaro

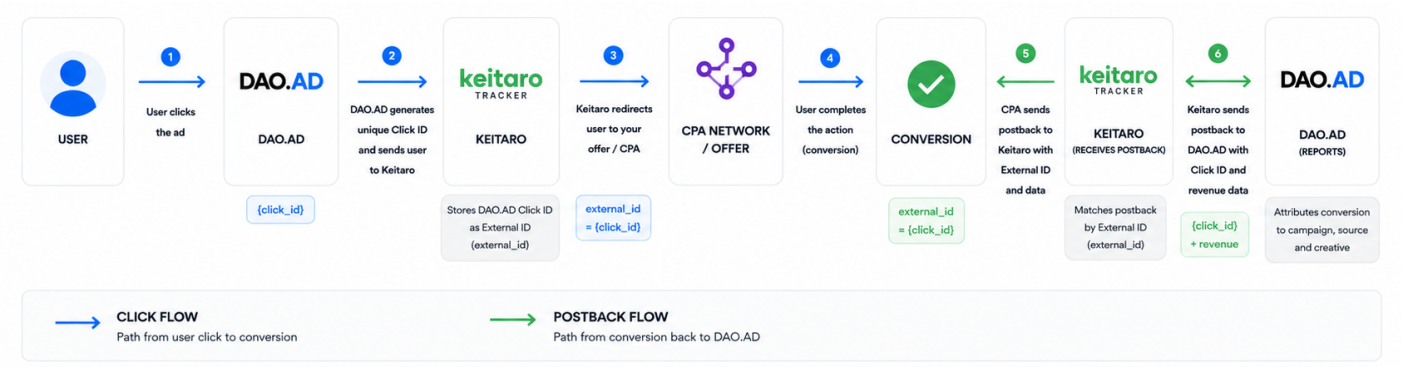
Summary

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

Before You Begin

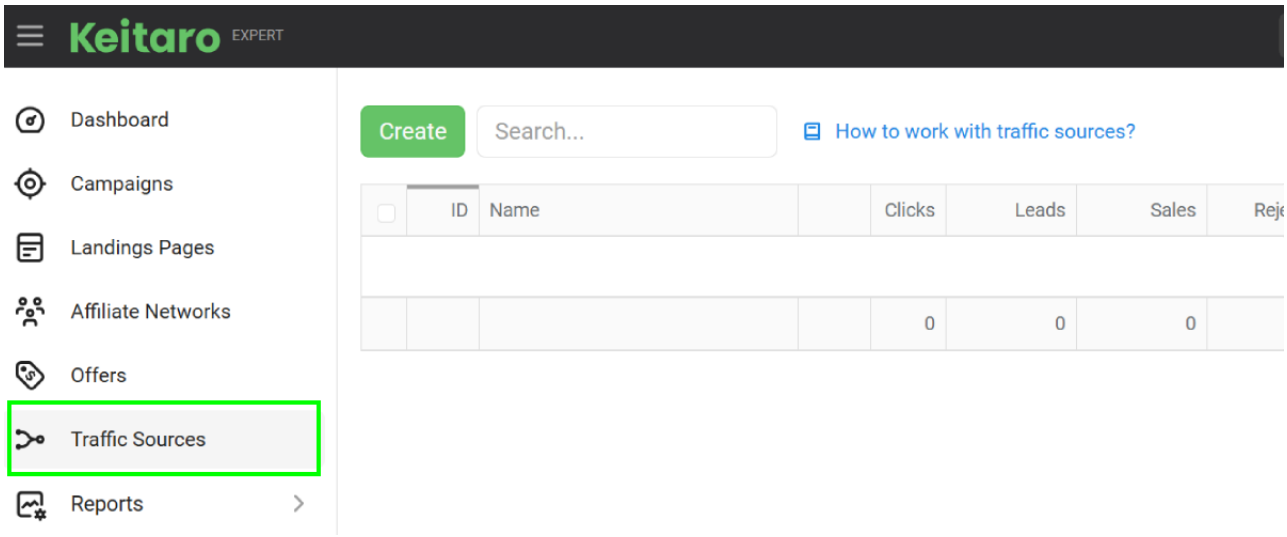
- Role: Advertiser.
- Required information:
  - Access to a Keitaro tracker
- Estimated time: 5 minutes

Keitaro Tracking Flow



Steps

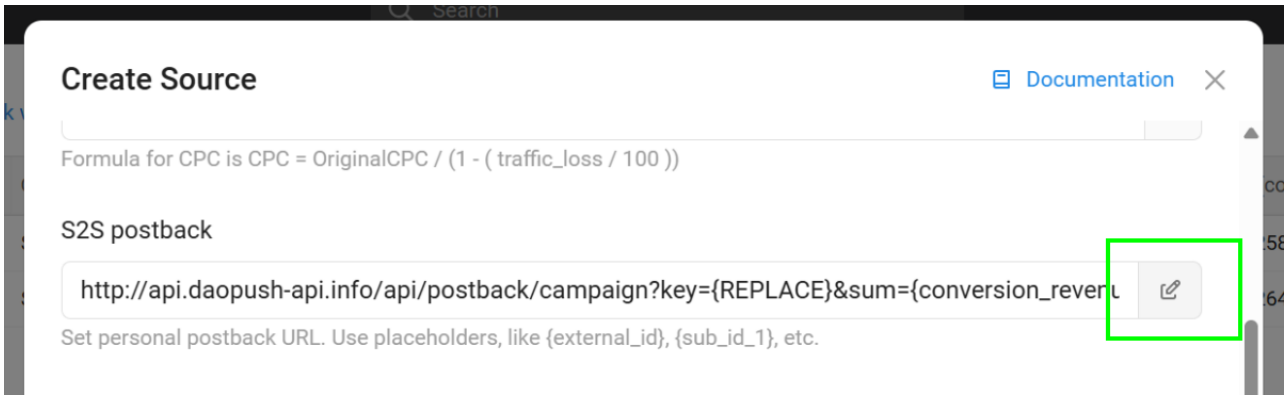
1. Sign in to Keitaro tracker.
2. Open the "Traffic Sources" menu.



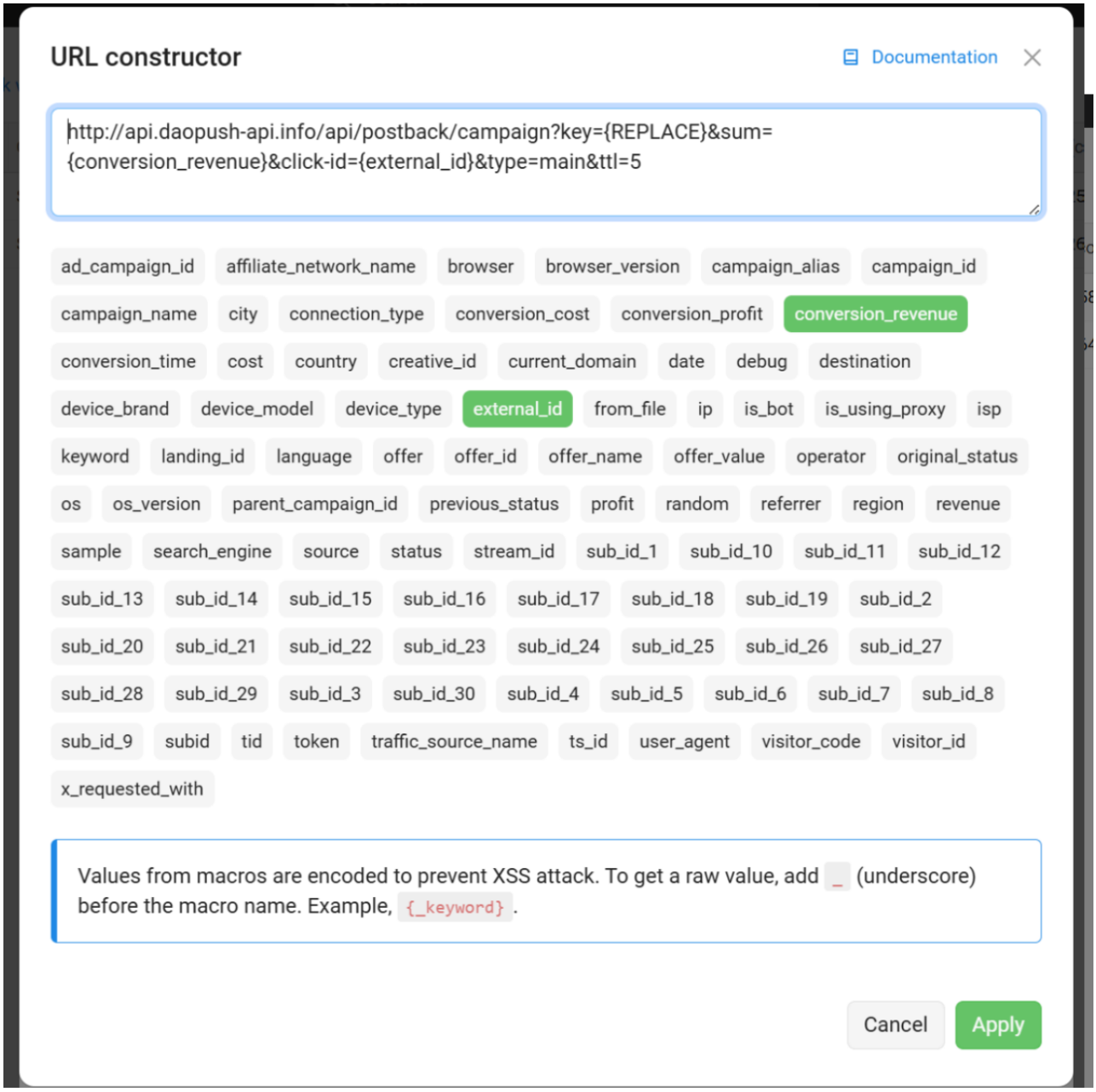
3. Click the "Create" button and select the "DAO.AD" template.



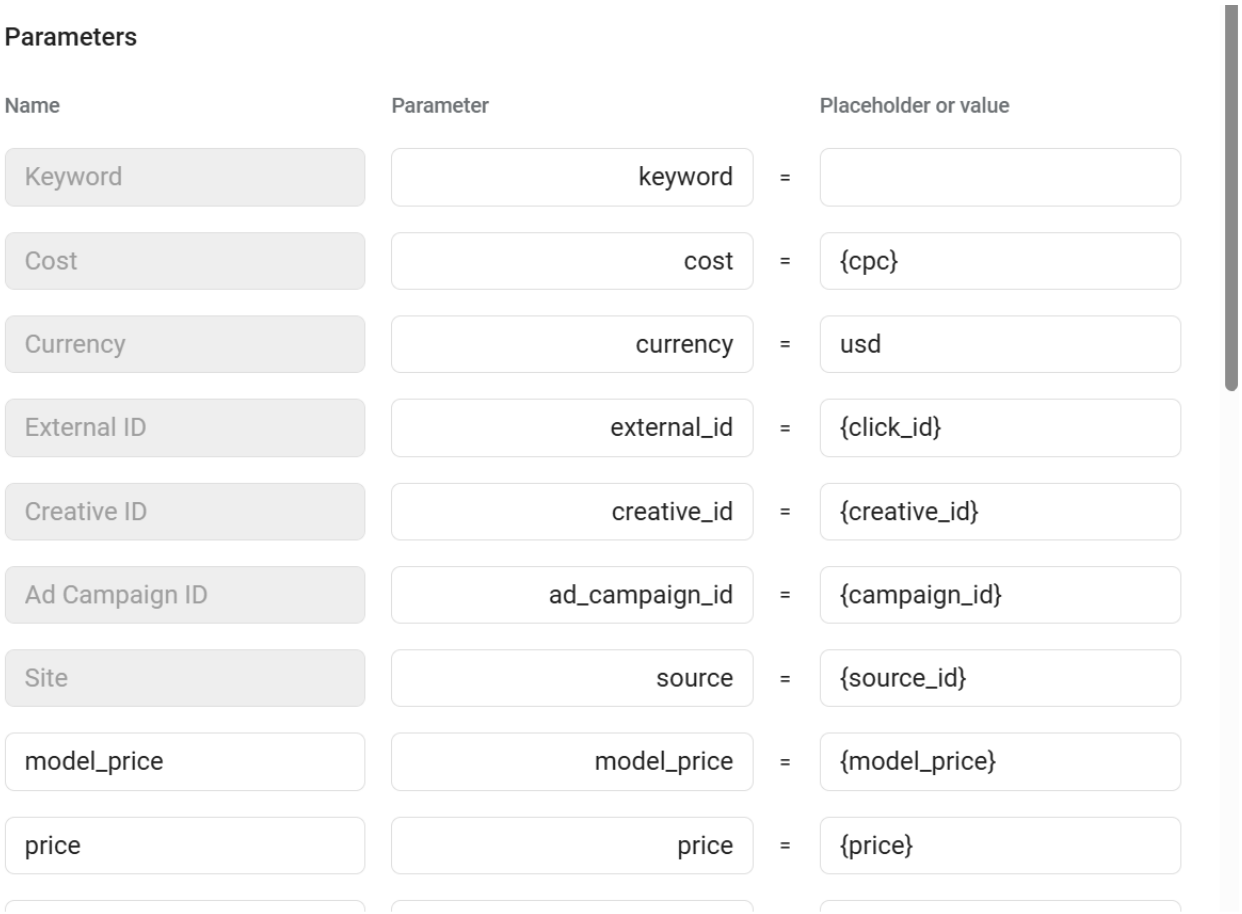
4. Locate the "S2S Postback" section and click the Edit button.



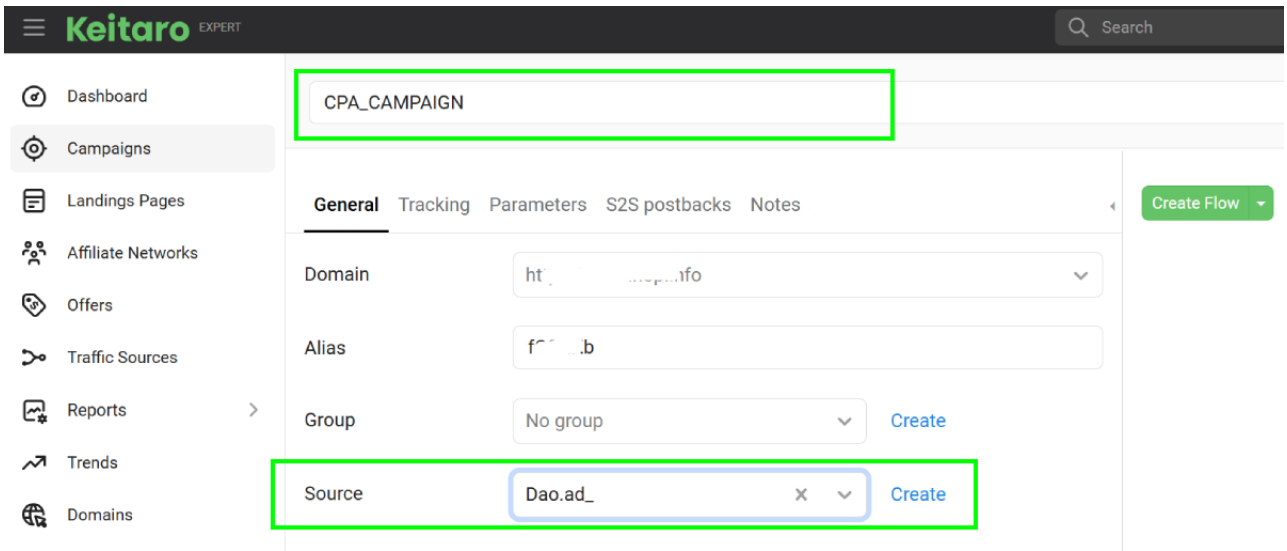
5. Configure the postback URL using the URL constructor.



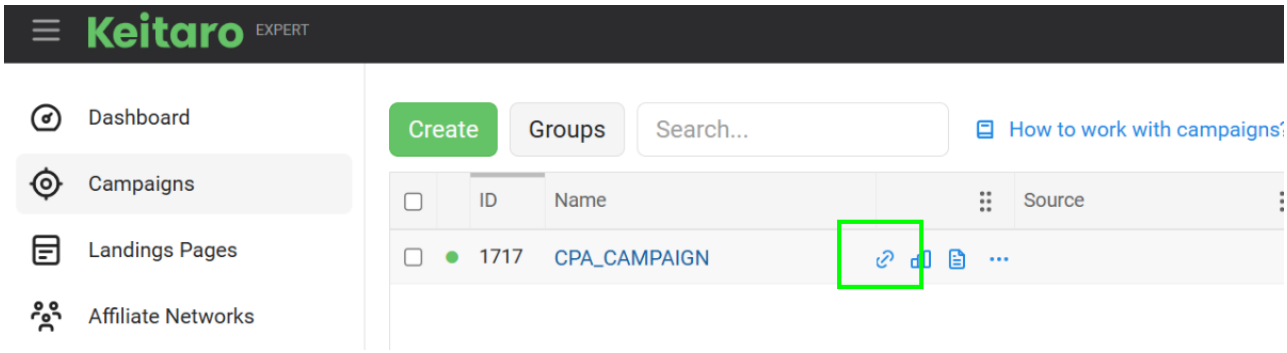
6. Replace the postback key placeholder with your postback key and click Apply.
7. Verify that all parameters are configured correctly.



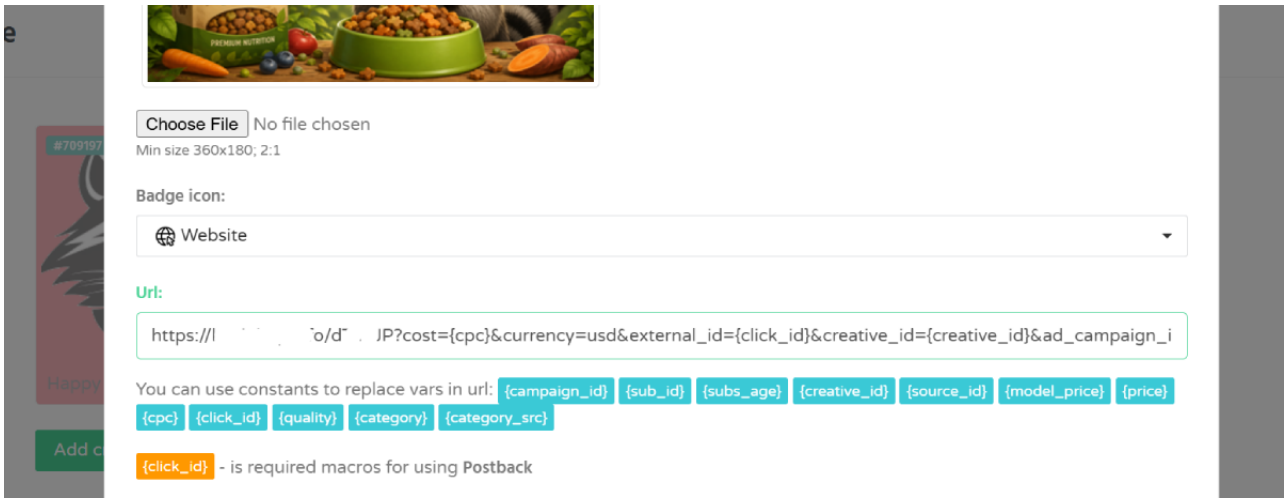
8. Save the created traffic source.
9. Go to "Campaigns" menu in Keitaro tracker.
10. Create a campaign connected to your CPA network or landing page.
11. Select the previously created "DAO.AD" traffic source and save the campaign.



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



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



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

Revision #9
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