Postback Parameters

Summary

This page describes the parameters available for sending postback requests from a CPA network or tracking platform to DAO.AD.

URL Parameter	Value	Description
DAO.AD API Server	constant	DAO.AD postback endpoint URL
key	text	Postback key used to authenticate server-to-server (S2S) postback requests.
sum	numeric	Conversion value or lead payout amount
click-id	numeric	Unique Click ID received from DAO.AD URL macros
type	text	The postback type (default is `main`). Common values include: `main` (e.g., registration), `dep` (e.g., deposit), or any custom types you define
ttl	numeric	Time in secounds. The postback request time-to-live (TTL). During this period, any postback containing the same Click ID will be treated as a duplicate and ignored. The default value is 24 hours. Minimum value 5 seconds

> **Important:** The postback key always present automatically in postback link of your creative as *key* value.

Example URL

http://api.daopush-api.info/api/postback/campaign?key=**XXXXXXXXXXXXX**&sum=**{sum}**&click-id=**{click-Id}**&type=**{type}**&ttl=**{ttl}**

where:

XXXXXXXXXXXXX - postback key
{sum}, {click-Id}, {type}, {ttl} **-** example macro names used by a CPA network or tracking

platform.

How macro replacement works

DAO.AD URL:
http://api.daopush-api.info/api/postback/campaign?key=**XXXXXXXXXXXXX**&sum=**{sum}**&click-id=**{click-Id}**&type=**{type}**&ttl=**{ttl}**

After CPA/Tracker request:
http://api.daopush-api.info/api/postback/campaign?key=**XXXXXXXXXXXXX**&sum=**10**&click-id=**61721111**&type=**dep**&ttl=**50**

> **Important:** These macro names are examples only and may differ depending on the CPA network or tracking platform. Always refer to the documentation of your CPA network or tracker.

Why is it needed?

After a user completes a conversion, the CPA network or tracking platform sends conversion information back to DAO.AD. This data is used for reporting, optimization, automated rules, micro-bidding, and campaign analytics.

Benefits of postback tracking:

- Accurate conversion tracking
- ROI calculation
- Automated blacklisting rules
- Micro-bidding optimization
- Source and sub-source analysis
- Campaign performance reporting

Related

- Tracking Configuration Models
- Blacklist and Whitelist Targeting
- Micro-bidding Tool
- Bid Adjustments

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