

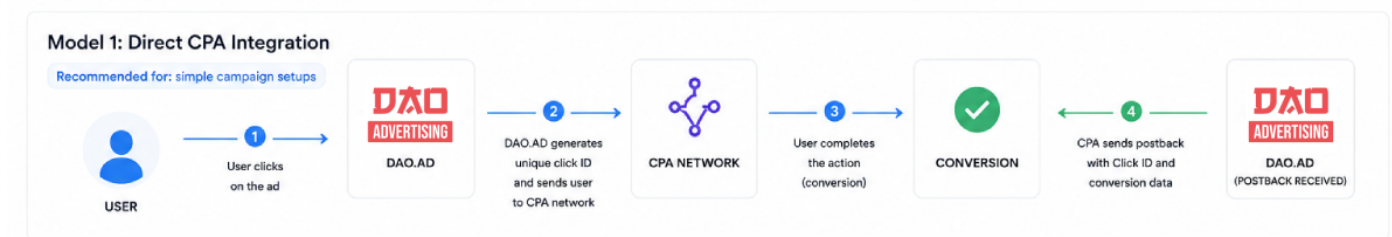
Tracking Configuration Models

Summary

Tracking Configuration Models describes three common tracking setup models and how data flows between DAO.AD, tracking systems, and conversion sources.

Standard tracking configuration

Model 1: Direct CPA Integration

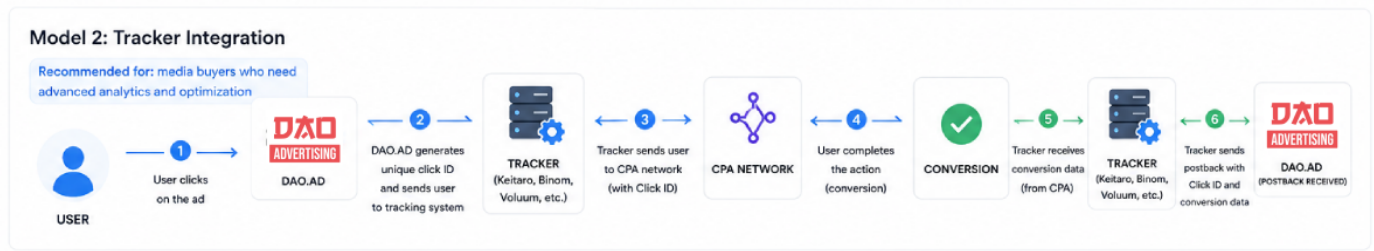


Steps:

1. User clicks to the DAO.AD advertisement (your creative).
2. DAO.AD generates a unique click ID and sends the user to the CPA network.
3. The CPA network stores DAO.AD's click ID and redirects the user to the landing page.
4. The user completes the target action (conversion), and the CPA network receives the conversion status from the landing page.
5. The CPA network sends a postback to DAO.AD containing the click ID and conversion data.

Recommended for: advertisers using direct CPA network integrations.

Model 2: Tracker Integration

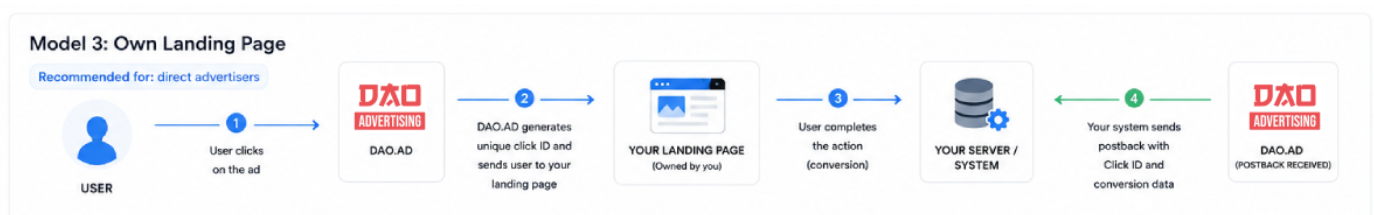


Steps:

1. User clicks to the DAO.AD advertisement (your creative).
2. DAO.AD generates a unique click ID and sends the user to the tracking system (e.g., Binom or Keitaro).
3. The tracking system passes DAO.AD's click ID to the CPA network using its own parameter name. The parameter name may differ, but **the value always contains DAO.AD's original click ID**.
4. The CPA network stores the tracking system click ID and redirects the user to the landing page.
5. The user completes the target action (conversion), and the CPA network reports the conversion to the tracking system.
6. The tracking system sends a postback to DAO.AD with the click ID and conversion data.

Recommended for: media buyers who need advanced analytics and optimization.

Model 3: Own Landing Page



Steps:

1. User clicks to the DAO.AD advertisement (your creative).
2. DAO.AD generates a unique click ID and sends the user directly to the advertiser's landing page.
3. The user completes the target action (conversion), and the advertiser's system sends a postback directly to DAO.AD.

Recommended for: advertisers with their own landing pages and tracking infrastructure.

Related

- [Tracking Parameters](#)
- [Postback Parameters](#)
- [Blacklist and Whitelist Targeting](#)
- [Micro-bidding Tool](#)
- [Test a Conversion \(HTTP Examples\)](#)

Revision #8

Created 10 June 2026 11:20:58 by Waleriidaao

Updated 19 July 2026 11:14:08 by Waleriidaao