

Tracking Parameters

Summary

This page lists all URL macros available in DAO.AD and explains how to pass campaign data to CPA networks and tracking platforms.

Macro	Value	Description
<code>{click_id}</code>	numeric	Unique Click ID
<code>{campaign_id}</code>	numeric	Campaign ID
<code>{creative_id}</code>	numeric	Creative ID
<code>{source_id}</code>	numeric	Publisher Source ID
<code>{sub_id}</code>	text	Publisher Sub-Source ID
<code>{price}</code>	numeric	Campaign bid price (per 1000 clicks)
<code>{country}</code>	text, ISO code	User country (ISO code)
<code>{subs_age}</code>	constant, text	The age of subscription in days: 1-3, 4-7, 8-15, 16+
<code>{model_price}</code>	constant, text	Campaign pricing model (<u>CPC</u> or <u>CPM</u>)
<code>{cpc}</code>	numeric	Actual cost per click (<u>CPC</u>)
<code>{quality}</code>	constant, text	Traffic quality: low , regular , high , premium
<code>{category}</code>	constant, text	Campaign category: adult , racy , or mainstream
<code>{category_src}</code>	constant, text	Traffic source category: adult , racy , or mainstream
<code>{city}</code>	text	User city
<code>{region}</code>	text	User region

Macro	Value	Description
<code>{ref}</code>	text	Referring page full URL
<code>{ip}</code>	IP	User IP address
<code>{os}</code>	text	User operating system
<code>{browser}</code>	text	User browser

These macros can be added to your destination URL and passed to a CPA network or tracking platform for reporting and optimization purposes.

Example URL

https://**tracker.com**/click?
clickid={click_id}
&source={source_id}
&campaign={campaign_id}
&country={country}

where:

tracker.com - example CPA network or tracking platform URL
clickid, source, campaign, country, etc. - are example parameters used by a CPA network or tracking platform. DAO.AD replaces the macros with actual values before redirecting the user. Parameter names may differ depending on the CPA network or tracker.

How macro replacement works

DAO.AD URL:

https://tracker.com/click?clickid={click_id}&country={country}

After click:

https://tracker.com/click?clickid=123456789&country=US

Related

- [Postback Parameters](#)
- [Tracking Configuration Models](#)
- [Blacklist and Whitelist Targeting](#)
- [Micro-bidding Tool](#)

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