Voluum

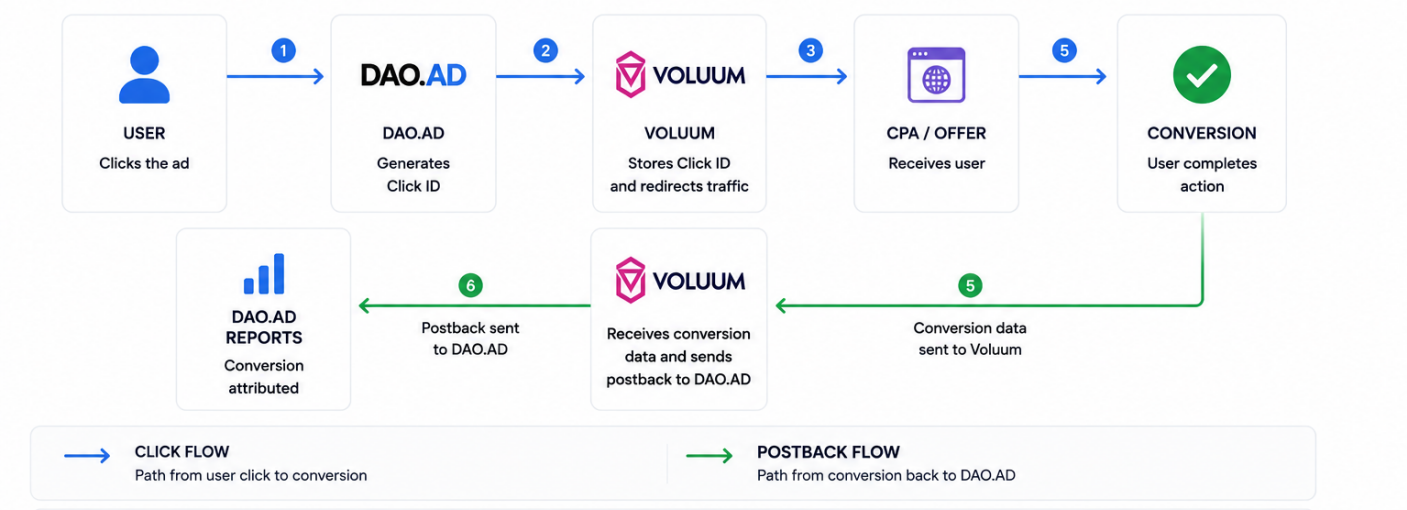
Summary

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

Before You Begin

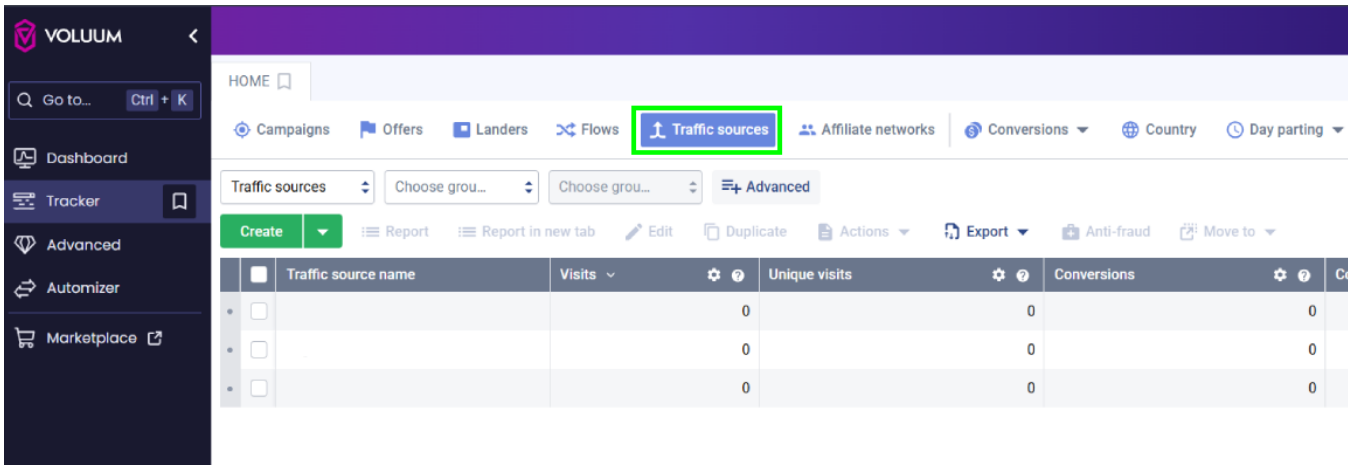
- Role: Advertiser.
- Required information:
  - Access to a Voluum account
- Estimated time: 5 minutes

Voluum Tracking Flow

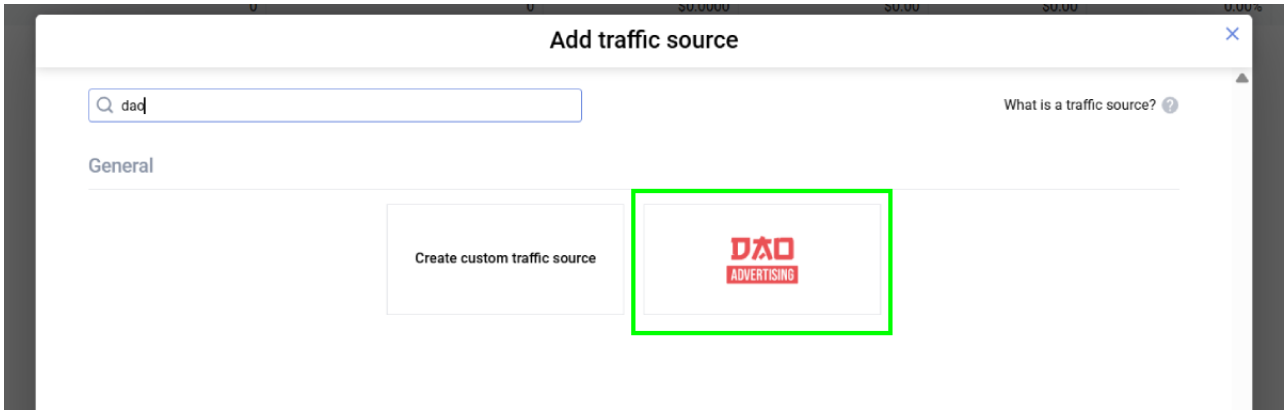


Steps

1. Sign in to Voluum tracker.
2. Open the "Traffic sources" menu and click "Create".



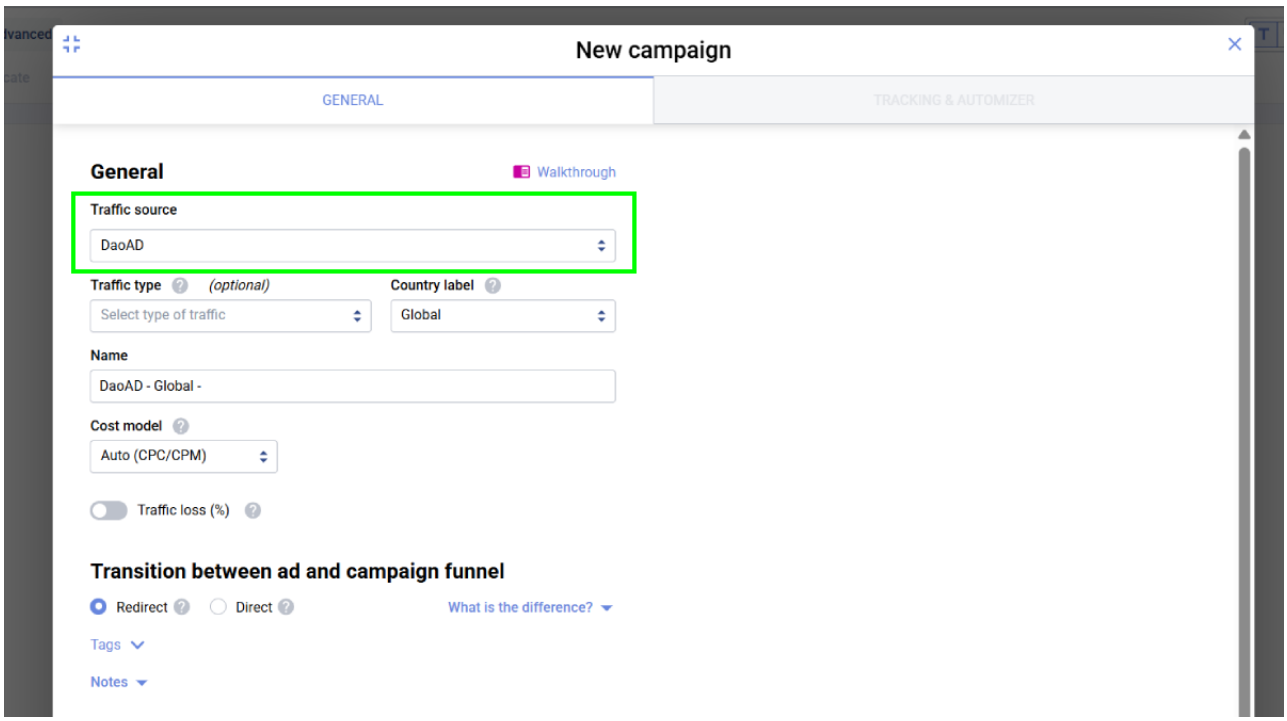
3. Locate the "DAO.AD" template.



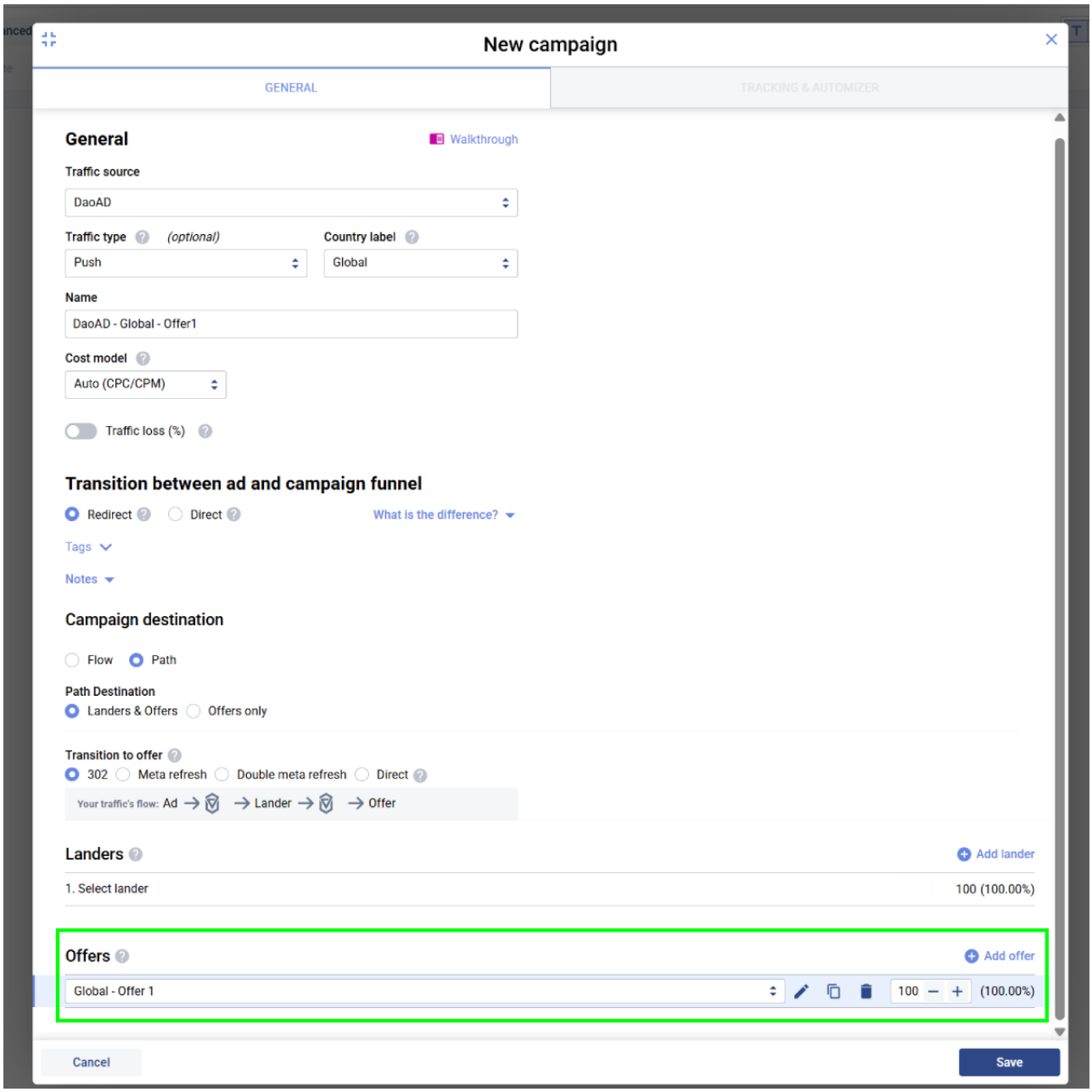
4. Scroll down to the "Passing conversion info to traffic source" section.
5. Replace the placeholder postback key with your DAO.AD postback key from your edit creative popup and click Save.



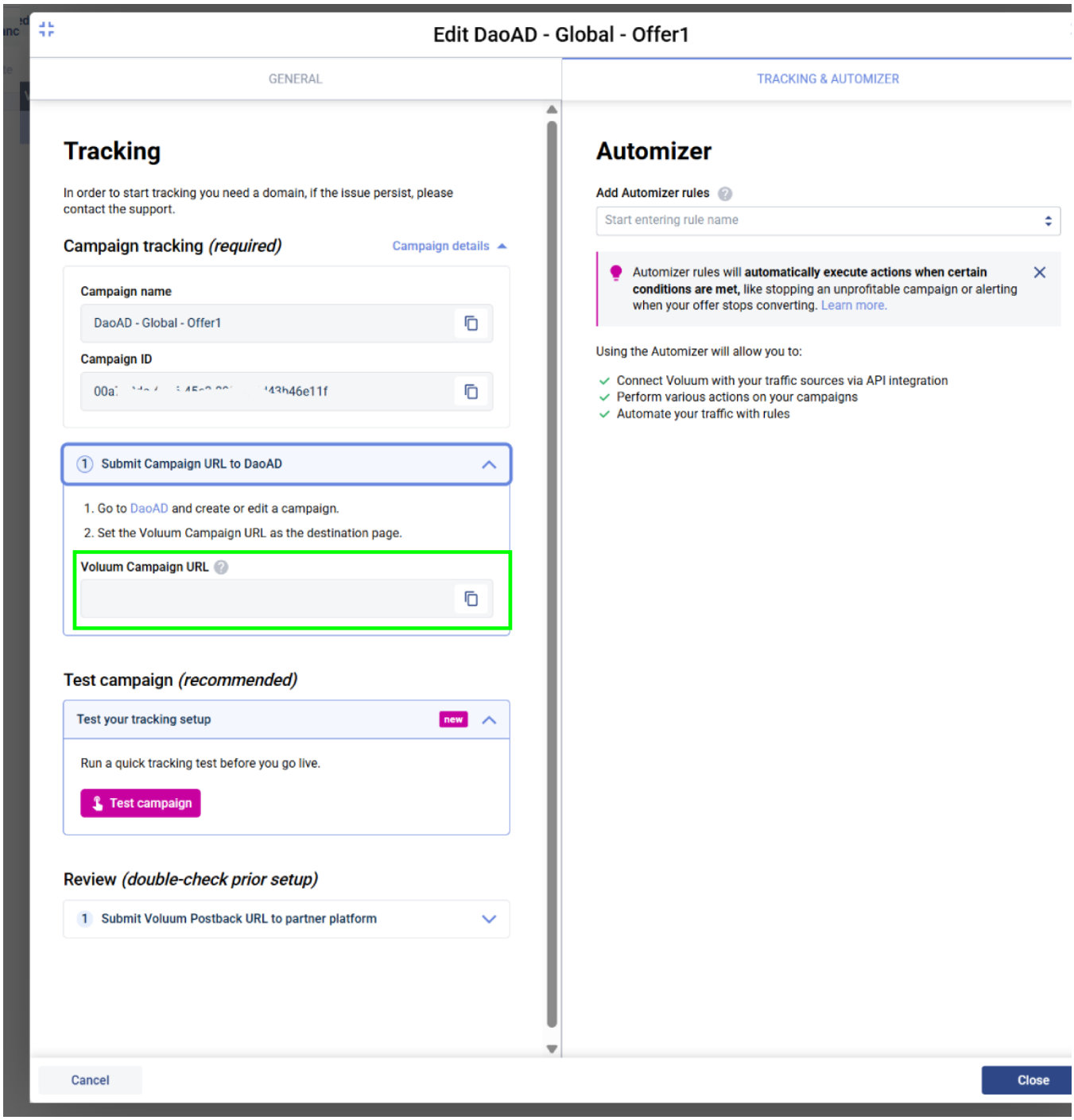
6. Go to "Campaigns" menu in Voluum tracker.
7. Create a campaign connected to your CPA network or landing page.
8. Select the previously created "DAO.AD" traffic source and choose a traffic type (optional).



9. Add a previously created Offer in Voluum (for example, a CPA offer or landing page).



10. Open the Tracking & Automizer tab and copy the Voluum Campaign URL.



11. Paste the Voluum Campaign URL into the DAO.AD Creative URL field and click **Save**.

How It Works

- DAO.AD generates a unique click ID and passes it to Voluum.
- Voluum stores the click ID and redirects the user to your offer.
- When a conversion occurs, Voluum sends a postback to DAO.AD containing the original click ID and conversion value.

This allows DAO.AD to attribute conversions to the correct traffic source and optimize campaign performance.

Related

- Keitaro
- Tracking Parameters
- Postback Parameters
- Test a Conversion (HTTP Examples)
- Tracking Configuration Models
- Micro-bidding Tool

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