

Volum

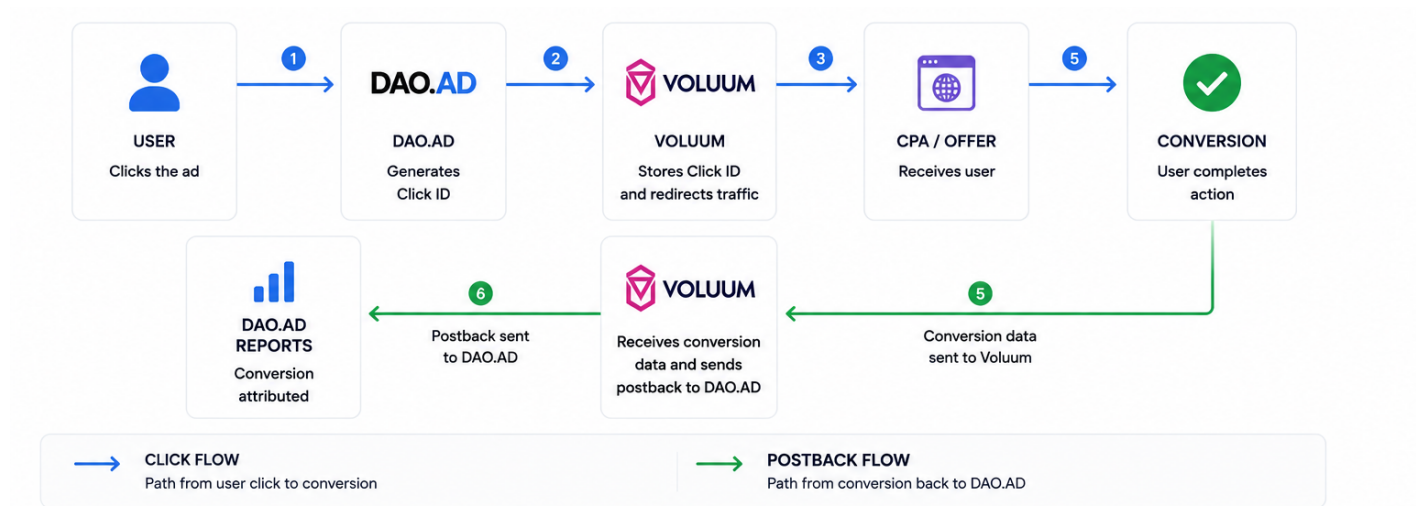
Summary

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

Before You Begin

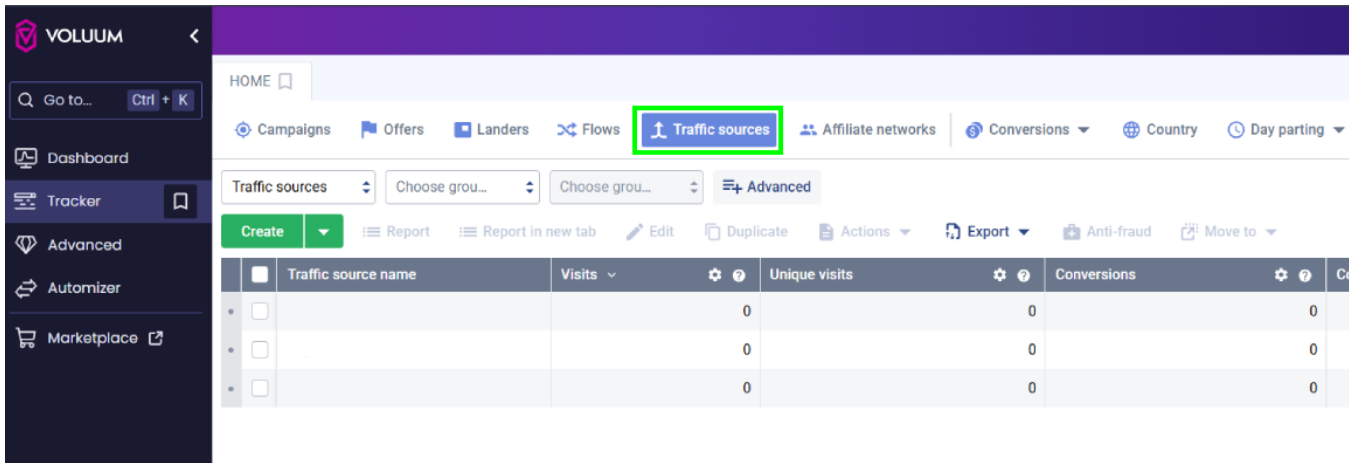
- Role: Advertiser.
- Required information:
 - Access to a Volum account
- Estimated time: 5 minutes

Volum Tracking Flow

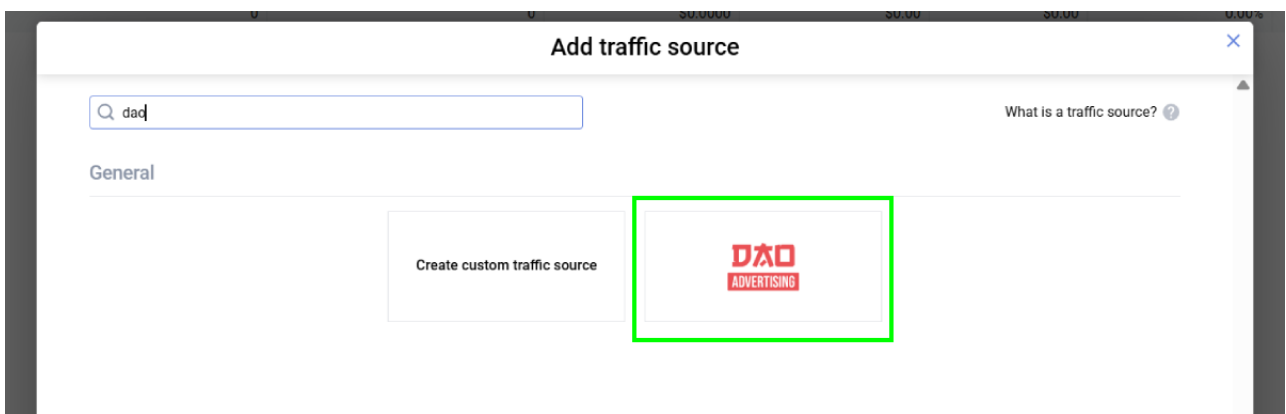


Steps

1. Sign in to Volum 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 API key placeholder with your DAO.AD API key from the DAO.AD Profile page and click Save.

Creative ID

creative_id

{creative_id}

{var3}

☒

Source ID

source_id

{source_id}

{var4}

☒

Category

category

{category}

{var5}

☒

Quality

quality

{quality}

{var6}

☒

CPM

cpm

{cpm}

{var7}

☒



 Add parameter

Cost currency 

USD



Passing conversion info to traffic source 

☒ Traffic source postback URL 

http://api.daopush-api.info/api/postback/campaign?key=REPLACE_FROM_DAOAD&sum={payout}&click-id={externalid}&type=main&ttl=5

{externalid}

{payout}

{payout.currency}

{payout:100%}

{campaign.id}

{campaign.name}

{trafficsource.id}

{lander.id}

{lander.name}

{offer.id}

{offer.name}

{device}

{brand}

{model}

{browser}

{browser.version}

{os}

{os.version}

{country}

{region}

{city}

{isp}

{connection.type}

{carrier}

{ip}

{countryname}

{referrerdomain}

{language}

{useragent}

{transaction.id}

{click.id}

{var1}

{var2}

{var3}

{var.variable name}

{conversion.cost}

{eventType}

{workspace.id}

{workspace.name}

{postbacktime}

{param1}

{param2}

{param3}

{param4}

{param5}

 Tokens dictionary

☐ Traffic source postback URL per event type 

☐ Pixel redirect URL 

More tracking options

☐ Impression tracking 

Cancel

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).

New campaign

GENERALTRACKING & AUTOMIZER

General

Walkthrough

Traffic source

DaoAD

Traffic type (optional)

Select type of traffic

Country label

Global

Name

DaoAD - Global -

Cost model

Auto (CPC/CPM)

☒ Traffic loss (%)

Transition between ad and campaign funnel

☒ Redirect

☐ Direct

What is the difference?

Tags

Notes

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

New campaign

GENERAL | TRACKING & AUTOMIZER

General [Walkthrough](#)

Traffic source: DaoAD

Traffic type: Push (optional) Country label: Global

Name: DaoAD - Global - Offer1

Cost model: Auto (CPC/CPM)

☐ Traffic loss (%)

Transition between ad and campaign funnel

☒ Redirect ☐ Direct [What is the difference?](#)

Tags [Notes](#)

Campaign destination

☐ Flow ☒ Path

Path Destination

☒ Landers & Offers ☐ Offers only

Transition to offer

☒ 302 ☐ Meta refresh ☐ Double meta refresh ☐ Direct

Your traffic's flow: Ad → Lander → Offer

Landers [Add lander](#)

1. Select lander 100 (100.00%)

Offers [Add offer](#)

Global - Offer 1 100 (100.00%)

[Cancel](#) [Save](#)

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

GENERAL

Tracking

In order to start tracking you need a domain, if the issue persists, please contact the support.

Campaign tracking *(required)*

Campaign details

Campaign name

DaoAD - Global - Offer1

Campaign ID

00a1-1a2-3456-7890-43h46e11f

1

Submit Campaign URL to DaoAD

1. Go to [DaoAD](#) and create or edit a campaign.

2. Set the Voluum Campaign URL as the destination page.

Voluum Campaign URL

Test campaign *(recommended)*

Test your tracking setup

new

Run a quick tracking test before you go live.

Test campaign

Review *(double-check prior setup)*

1

Submit Voluum Postback URL to partner platform

TRACKING & AUTOMIZER

Automizer

Add Automizer rules

Start entering rule name

Automizer rules will **automatically execute actions** when certain **conditions are met**, like stopping an unprofitable campaign or alerting when your offer stops converting. [Learn more.](#)

Using the Automizer will allow you to:

✓ Connect Voluum with your traffic sources via API integration

✓ Perform various actions on your campaigns

✓ Automate your traffic with rules

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](#)

Revision #8

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