3xpush Script v.1.0 app installation and configuration manual

Site: https://script.3xpush.com
Distribution: GNU GPL 3
Developer: 3xpush.com
Email: script@3xpush.com
Telegram: @Evgenfalcon

Content:

1. System requirements

PHP 5.6< (c mysqli), Mysql, HTTPS certificate

2. Installation

After unpacking the files on your hosting, open the browser site and the folder where the script is installed:

http://your site/install/

As a result the automatic installation will be launched.
At the first step you need to specify the language, then check the availability of the necessary components for the script, and if everything is OK, you can continue, if something is missing, you will not be able to continue the installation and will have to configure your server first.

If you need to configure the server, then you can contact the contacts above.

MySQL settings are the settings in which you specify the server, login, password and database name. The database must be previously created through the mysql control panel.

It is desirable to specify the Memcache server; without it, checks for repeated data records will not work.

Project folder is the folder in which the system is located, if it is the root folder of the domain, don't need to change.

Specify the local time at which the project will work.

If the system is installed on a local server for testing, check the box next to “localhost”.

After filling in the fields, click next, the next step is to check the connection to the database, if the accesses are incorrect, the system will show error and you will need to go back and specify the correct settings.

If the database connection settings are correct, click the “next” button and the database will be installed.

If there are no errors, specify the project settings and access for the administrator in the next step.

Run a query in Mysql as root:

```
set global sql_mode=""
```

Server key

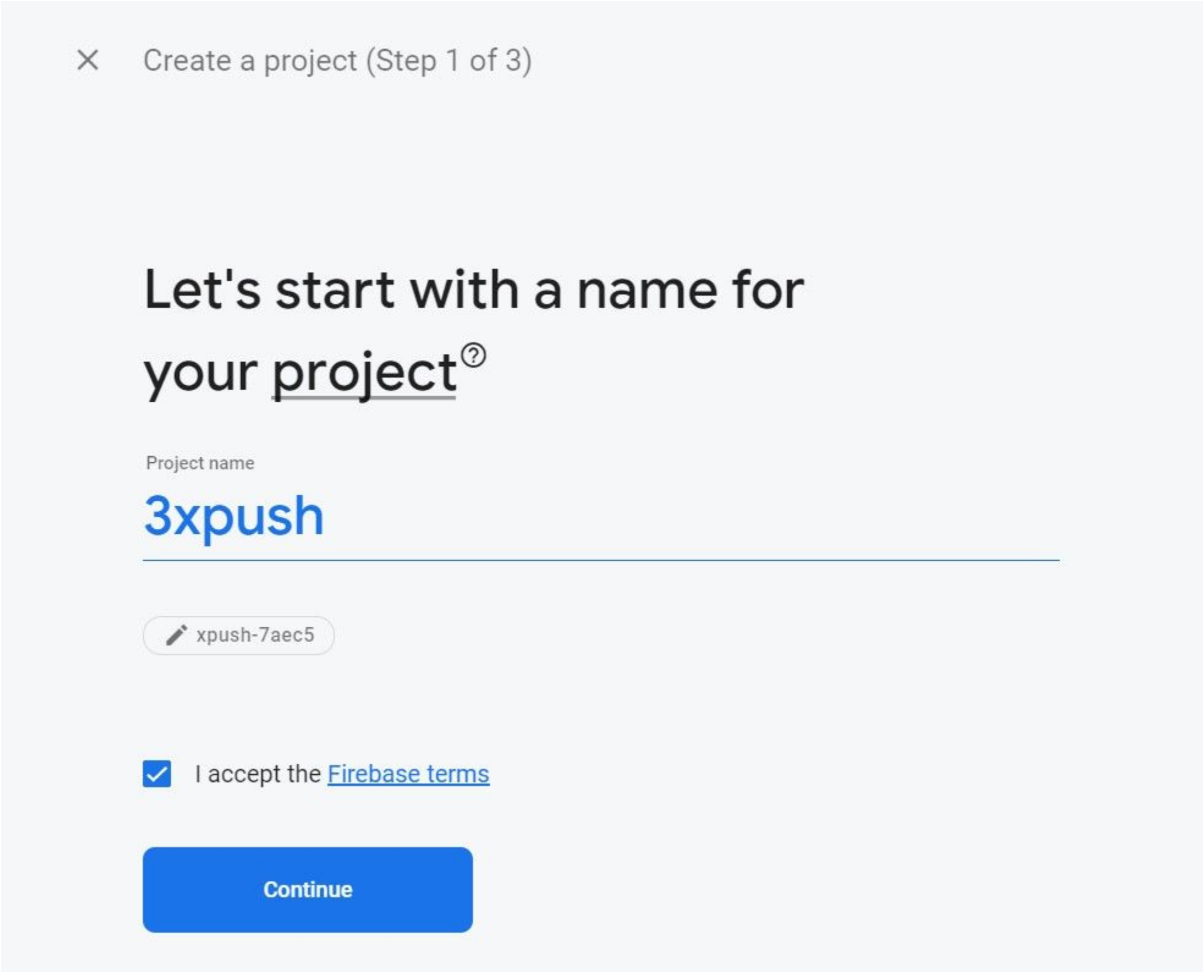
To get Server key you need to visit https://firebase.google.com/ and either register or login with your Google account.

Follow these steps:

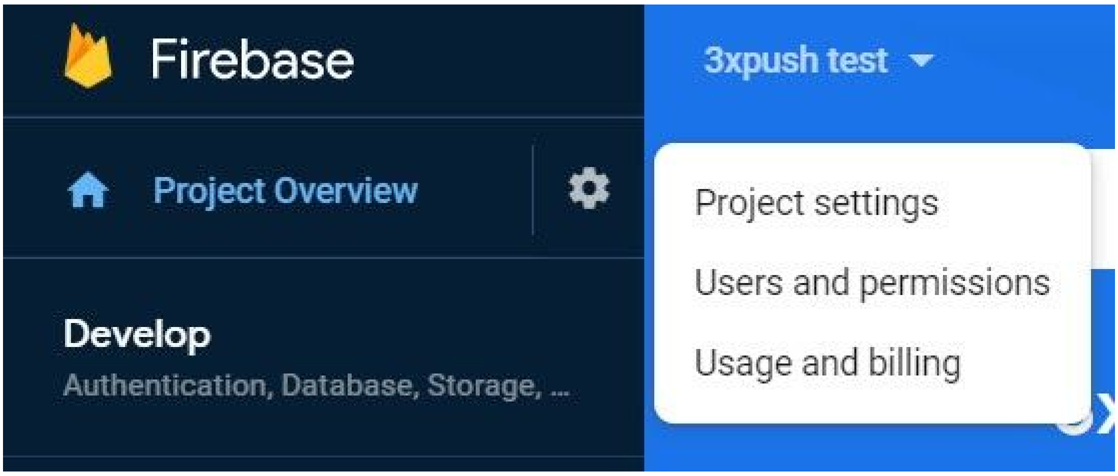
Open the account on https://console.firebase.google.com/u/0/?pli=1

1. Click Add project

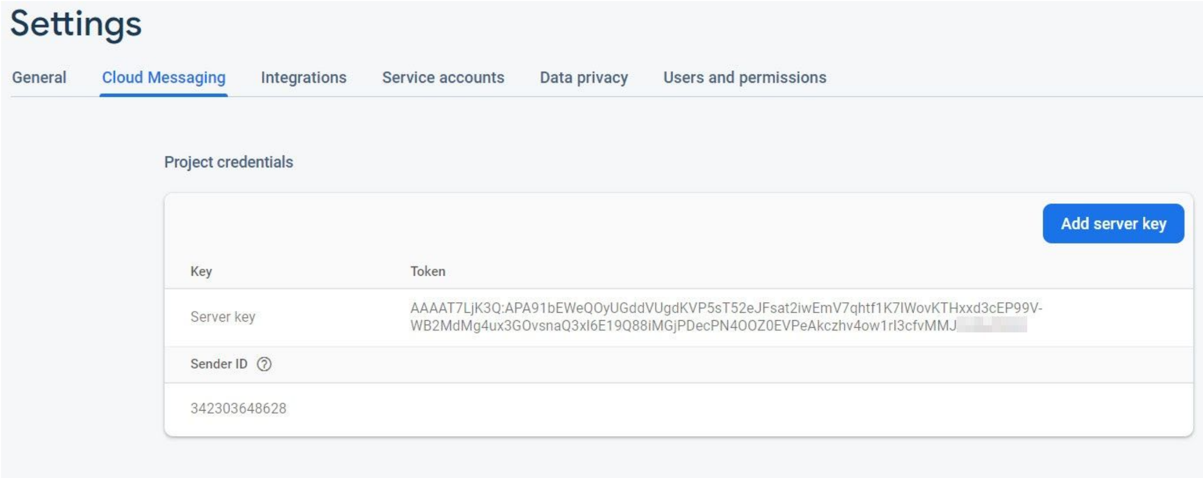
2. in the opened window, specify the name of the project and agree to the rules, click add



3. on the project page to the right of “Project Overview”, click the gear icon, in the menu that appears, click Project Settings



4. click the Cloud Messaging tab



5. copy the Token from the Server Key field

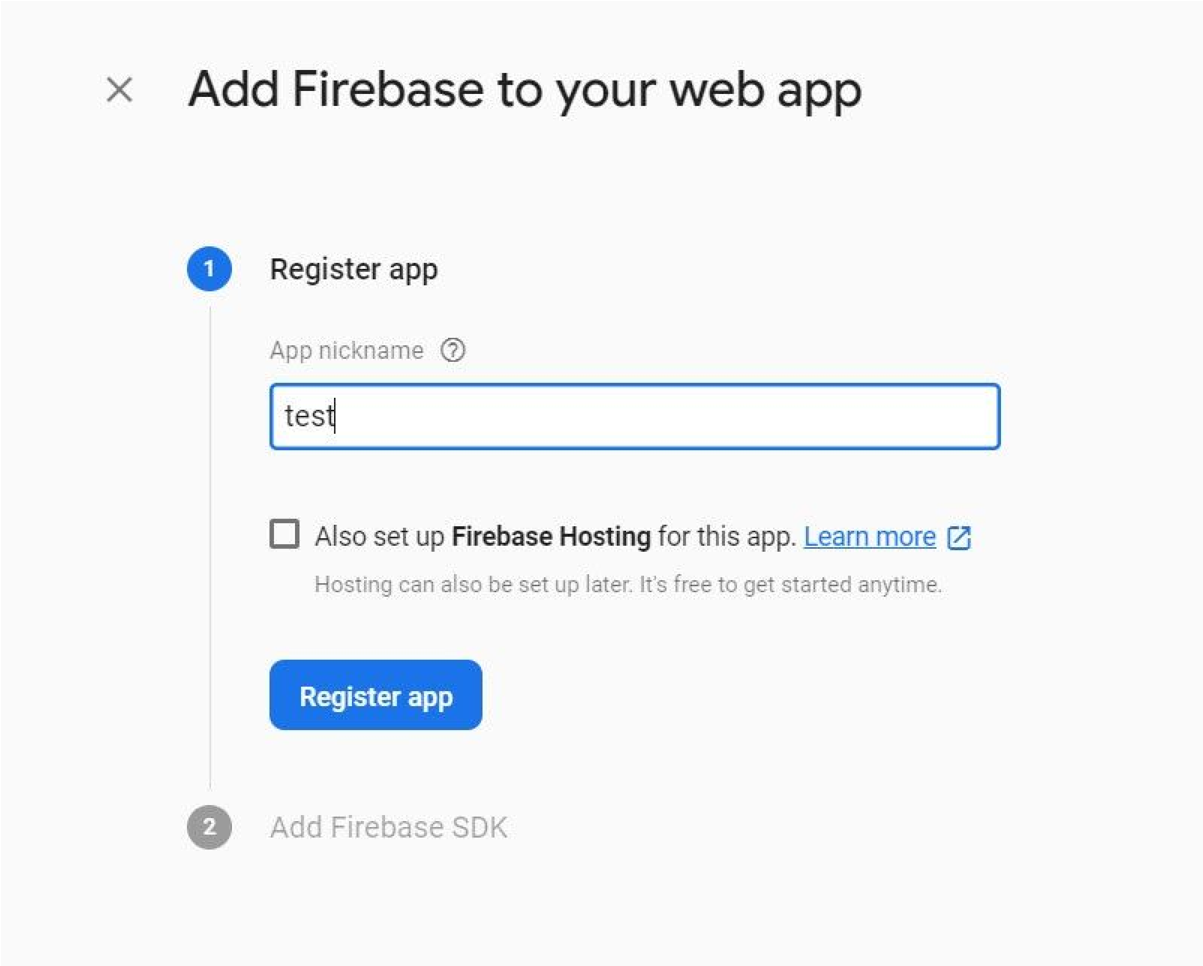
6. go back to the installer and paste the copied key

Firebase config

1. Go back to firebase page, click the General tab.

2. At the bottom of Your apps section, click the code icon.

3. Add Firebase to your web app like this:



3. In the window that appears, copy the code fragment highlighted by square:

2 Add Firebase SDK

Copy and paste these scripts into the bottom of your <body> tag, but before you use any Firebase services:

```
<!-- The core Firebase JS SDK is always required and must be listed first -->
<script src="https://www.gstatic.com/firebasejs/7.14.5/firebase-app.js"></scrip

<!-- TODO: Add SDKs for Firebase products that you want to use
     https://firebase.google.com/docs/web/setup#available-libraries -->
<script src="https://www.gstatic.com/firebasejs/7.14.5/firebase-analytics.js"><

<script>
  // Your web app's Firebase configuration
  var firebaseConfig = {
    apiKey: "AIzaSyBTNbZJ2g8hNNGCgrVJ9uUVPcSkr-V4Qb0",
    authDomain: "xpush-test-15910.firebaseapp.com",
    databaseURL: "https://xpush-test-15910.firebaseio.com",
    projectId: "xpush-test-15910",
    storageBucket: "xpush-test-15910.appspot.com",
    messagingSenderId: "342303648628",
    appId: "1:342303648628:web:20f9601118891c86219a21",
    measurementId: "G-S5FVTNQBFN"
  };
  // Initialize Firebase
  firebase.initializeApp(firebaseConfig);
  firebase.analytics();
</script>
```

Learn more about Firebase for web: Get Started, Web SDK API Reference, Samples

```
var firebaseConfig = {
```

and up to closing bracket:

```
};
```

4. Go back to the installer and paste this code into the Firebase config field.

Click next, the configuration is completed, you can log in to the admin panel using the specified login and password

3. System settings

After logged in, go to the tab on the left in the System settings menu.

Specify project settings, name, domain and email.

Pay attention to such items as: Domain for push, Domain for codes, Landing Domain. Do not forget to change your domains.

After changing the settings, click save.

Next, in the server settings, you need to configure the task *cron* for files:

cron/sender.php
cron/run.php
cron/send_sender.php

commands:

wget -O - -q -t 1 https://ваш домен/cron/sender.php
wget -O - -q -t 1 https://ваш домен/cron/run.php
wget -O - -q -t 1 https://ваш домен/cron/send_sender.php

Every 2 min.

SSL

For proper operation of the system, taking into account dynamic subdomains, you will need not an ordinary ssl, but a wildcard, which supports all subdomains, for example https://www.ssls.com/ssl-certificates/comodo-essentialssl-wildcard

Dynamic subdomains

To do this, in the settings of your domain, create an A record with the value * and the ip of your server.

4. Site adding and code installing

Click the Sites tab, and then click Add site.

You can either add usual sites to the system to install the code on them or create landing pages to collect subscriptions.

In the window, select the type of Site, specify the name and address of the site.

After adding to the right of the table, click the Get code link on the right of the table.

In the modal window, the tabs display codes for different types of subscription collection.

- **HTTPS** - suitable for sites with https, the dialog for subscription is displayed to the user immediately after entering the site

- **HTTP** - suitable for sites without https, in this case, first a block on top of the site with a subscription offer is displayed to the user, and then the pop-up agreement with the push domain for the subscription.
- **Block Content** - for https, allows you to block content on the site through a subscription.
- Redirect - closes all specified links via subscription, suitable for file sites where there are a lot of external links, after the click-through the user needs to subscribe, the condition will be triggered until the user subscribes, through random subdomains

You can also specify your own settings in the code, if necessary.

For https, you must download the script **firebase-messaging-sw.js**, a link to which is indicated under the code; add the script to the root of the site, because without it the subscriptions will not work!

After selecting the desired option, copy the code and install it on the site in the body or in the end part of the site.

After the installation, go to the site and check that the subscription block is displayed.

Subscribe and go to the Subscribers section, check that there is a record of your subscription.

If the subscription does not appear, then something has been configured incorrectly, and you can ask the support team for help.

Landing pages

In addition to sites, you can get subscribers from landing pages - single-page sites with a subscription window, the task of such a page is to motivate a user to subscribe.

After adding a landing page, click the Customize HTML link.

A form with an html editor will appear. You assign the content of your landing in it.

You can just copy any landing page by clicking the Copy tab, specify the page address and proxy if the page is available only from certain regions.

After copying, you will be returned to the editor page where you can make the necessary edits.

Under the form, you can select the scripts to connect to and specify the settings for them, if there is any.

Adding system landings pages occurs in the Landing section.

Iframe

This is an additional option to collect subscriptions, it indirectly refers to landings, that is why it is referred to this section. With the iframe link, you can block access to any https page through the subscription by simply substituting its address to the link, without necessity to copy this page to you.

The settings available for Iframe:

● number of subscriptions to open the site
● the presence of a redirect to the subdomain in case of denial, if not, the user will be transferred to the site
● text in the overlapping block

5. Partner feeds

Feeds are third-party ad links that are ready to buy your push traffic.

You can check the information on advertising networks with views with our support, and if you have a lot of subscribers, you can organize the connection from the advertising feed to your auction.

We recommend connecting 3-5 feeds for a stable and profitable monetization of your database, taking into account the geo diversity of your database, as different advertising networks work with different traffic, and it is necessary to negotiate in advance to send requests to the network for those regions for which it has advertising.

Go to the Feeds section.

Click Add Feed

In the window that opens, you can select a template from already recorded networks that are ready to buy affiliate traffic, you just have to register with them and get your link.

Next, fill in the fields, required are marked in bold:

● **name** - the name of the feed
● **url** – the link to the feed, macros are specified under the field, they need to be substituted in the feed to replace information about the subscriber and to receive advertising for him, usually, two parameters are required, it is ip and browser
● **title** - parameter with the title of the ad
● **body** - parameter with the description of the ad
● **link** - parameter with a clickable link
● **icon** – the name of the parameter with the icon for push

● **image** – for a big image in the push
● **bid** – the name of the parameter with the cost per click
● **winurl** - parameter with a link to the knock-out in case of winning the auction, for some networks the knock-out is mandatory before sending their advertising to account for the click-throughs
● **button 1** - to display button 1 in push notification
● **button 2** - to display button 2 in push notification
● **rate** - editing for the price with the rate to bring it to the desired value, for example, if the price of the feed is in rubles, and you are aimed at the dollar, then specify the value /65 in the field, and if vice versa then just 65 (multiply)
● **bid correction** - percentage, on which the price of a click in the auction will be artificially lowered, in case the network does not buy all the traffic and you have a difference with them on earnings, with the help of this percentage the difference can be leveled
● **regions -** iso codes of the subscribers' countries for which this feed will work, separated by commas (RU,UA)
● **max. sending -** if this is a new feed, we recommend that you specify the maximum value here to check the correctness of the feed work and the specified settings, if the check is passed, then clear this field
● **enabled** - participates in the e-mailing

You can specify the names of the parameters with the support of the network, or look in the feed itself by opening the link.

Adding a feed you can test it by clicking on the text link in the table. The result of the check is displayed under the link, if the names of the parameters are set incorrectly, an error will occur and the test will not be passed, besides the information about the speed of a feed response and the number of received ads is displayed. If a **feed empty result** is displayed, then there are no ads for the selected random caller, click several times to get a response from the feed with a different ip.

We recommend that you test the feed before sending it to the e-mailing list.

If everything is set up correctly, you can track the statistics on the **"by feeds"** page by type

6. Sending

Sending allow your users and you to make notifications to their subscribers, as well as to subscribers of partner sites in exchange.

7. Statistics

By days

General information per day. The information is displayed in the table:

● **Requests** – the number of subscription requests
● **Failures** - how many refused to subscribe
● **Subscribers** - new subscribers
● **CR** - a conversion percentage of inquiries to the subscription
● **Unsubscribe** - how many unsubscribed after e-mailing
● **E-mailing** - how many ads are sent
● **Views** - the number of sent advertisements viewed, it also shows the percentage of hits from the e-mailing list
● **RNP** - e-mailings per user, that is, how many repeated e-mailings to the subscriber have been made
● **Click-throughs** - push clicks
● **CTR** - percentage of clicks from impressions
● **CPM** - earnings from 1000 e-mailings
● **CC** - average cost per click
● **Earned** - total earnings from feeds and my ads via postback

By subid

If you pass the subid parameter in the code or link to collect separate statistics, you will be able to track it on this page.

By sites

Daily statistics for the selected period, the table is similar as per days.

At the bottom is the additional General information by the sites without filters.

By ads

In the table in the column Ad the name of the feed, the ad itself, and its hash code are displayed.

Added / Updated - displays the date the ad was created and its last e-mailing.

Sending - all sending of announcements and additional sending per user.

The number of unsubscriptions after this ad has been sent is displayed in the Unsubscribe column, as well as the percentage of the unique e-mailing lists of the ad.

by Feeds

If you use partner feeds, please check their performance on this page from time to time.

Avg time will show how long the feed answer requests for advertising, the maximum response time is set in the settings, it helps to prevent the auction from freezing when receiving advertising.

Empty - means the number of empty responses to the request for advertising, next to the percentage of empty requests, if the percentage is large, there are 2 options:

1. feed is configured incorrectly with parameters substituted into the link
2. the network has no advertising for your subscribers

In the second case, it is better to check with the network support what regions they buy out and then limit them to only the specified regions in the feed settings, so not to send them unilliquid subscribers for whom they have no advertising.

The distribution of advertising and the percentage of sending from all will make it clear which feed takes most of the traffic.

By region

Statistics of subscriptions, sending and earnings by region. Table:

- region
- subscription requests
- new subscribers for the selected period
- the conversion into the subscription
- % of subscribers from all
- empty or number of ad-free requests for this region
- % empty of all
- number of push sending
- % e-mails from all
- the number of unsubscriptions
- % of the unsubscriptions from all
- click-throughs by push
- % of clicks from sending
- the average cost per click
- earnings from 1000 sending
- earnings

Grouped information

Grouped information by subscribers, helps to understand in which regions, OSs, browsers, devices, device models and subnets you have the highest number of subscribers, and what percentage of them is active, that is, are not unsubscribed and receive e-mailings. For more convenience, the percentage of the total number is displayed in brackets.

All tables display a group only if its percentage of the total is greater than 1, except for subnets, where a maximum of 10 records is displayed.

Subscribers

Detailed information on each subscriber in the table:

● **Added / Updated** – when was subscribed and when was the last e-mailing sent
● **uid / ip -** user's number and IP
● **Region** - displays the country code, country, city
● **Browser / OS** - also indicates the language of the browser in brackets and the information about the device indicated below
● **Site** - from which website or landing page was subscribed, subid, and by what method
● **Source** - the page from which was subscribed
° **Statistics** - on e-mailings and earnings from the subscriber, including earnings transmitted through postback with the uid of the user. No ad means how many times the ad wasn't shown for the user in the e-mailings
● **Status** - active by default, if the user unsubscribes, there will be a corresponding status

Sended
Information on each sending separately. The table displays:

● **Sent/Click** - time of sending and click on push, below is the difference in hours
● **Site** – subscriber's site
● **Subscriber** - his uid and status
● **Ad** - the name of the feed and the ad itself, only the icon is displayed in the ad
● **BID** - bid per click, additionally displays information about the minimum and maximum price per click from the auction
● **CTR** - ad popularity, additionally the minimum and maximum ctr of all ads from the auction
● **Link** – the link which the user will click-through
● **Statistics** - additional information about the position of the ad in the auction, how many ads there were, and how many hours have passed from the last sending to the user

Clicks
Information on each click on push:

● № of click
● click time
● how much time has passed since the sending
● subscriber's website
● subscriber information

- ad
- earnings per click

8. System improvements

Any improvements and improvements to the system according to individual requirements, as well as consultations on the operation of the system, are paid.

For questions about improvements, please contact the contacts written at the beginning.