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Postback Implementation



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Postback

Needs & Goals

01

Retrieve the actual count of leads in real time

02

Identify the origin of the leads

(Site, Country, Product, Creative, LP, Ad Server)

03

Protect users' information

The information that is sent is limited to what is passed to the postback.

04

Optimize campaigns based on real revenues

How does it work?

Add a parameter to your LP to pass a tracking string

Retrieve the tracking string in the LP and pass it dynamically to the postback trigger

✓ Visualize the leads in a postback table (Big Query) updated in real time



Add the parameter to your LP

https://www.registrationpage.com/

https://www.registrationpage.com/?SUBID=TRACKING_STRING

Retrieve the tracking string in the LP

Example: A user registers online (1/2).

- **■** TRACKING_STRING: **ENGB_Client_AppBanAndroid_320x50_HGRST1_OA_DFP**
- LP: https://www.registrationpage.com/ ?SUBID=ENGB_Client_AppBanAndroid_320x50_HGRST1_OA_DFP
- Postback trigger to implement on your side:

https://us-central1-madrid-investing.cloudfunctions.net/PostbackCloudFunciton/?token=YWR2ZXJpc2VyX2FmZmlsYXRpb25fdXJs &subID={SUBID} #tracking string passed dynamically from the SUBID parameter

&advertiser=client

&brand=client_brand

&affiliate_id=your_affiliate_id

&offer_id=your_offer_id (optional)

&event_type=Lead (or FTD)

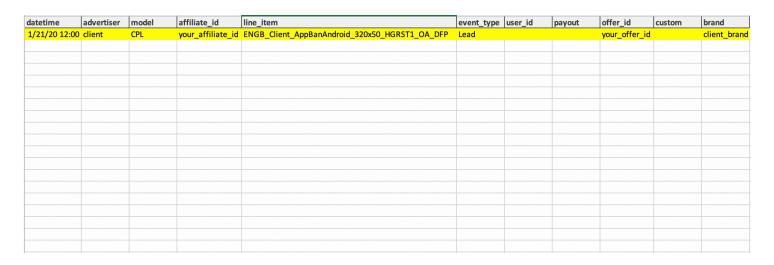
&model=CPL (or CPA)

&payout=deposited amount (only in the case of FTD)



Visualize the leads

Example: A user registers online (2/2).



This is the only thing that we will see from the people that sign up with you; only the parameters filled in the postback trigger.



Thank You

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