



# 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

\*Affiliation campaign will be delivered based on performance.

# Add the parameter to your LP

■ <https://www.registrationpage.com/>

■ [https://www.registrationpage.com/?](https://www.registrationpage.com/?SUBID=TRACKING_STRING)**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/](https://www.registrationpage.com/?SUBID=ENGB_Client_AppBanAndroid_320x50_HGRST1_OA_DFP) ?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](https://us-central1-madrid-investing.cloudfunctions.net/PostbackCloudFunciton/?token=YWR2ZXJpc2VyX2FmZmlsYXRpb25fdXJs&subID={SUBID} #tracking string passed dynamically from the SUBID parameter)  
[&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).

[illegible]

**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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