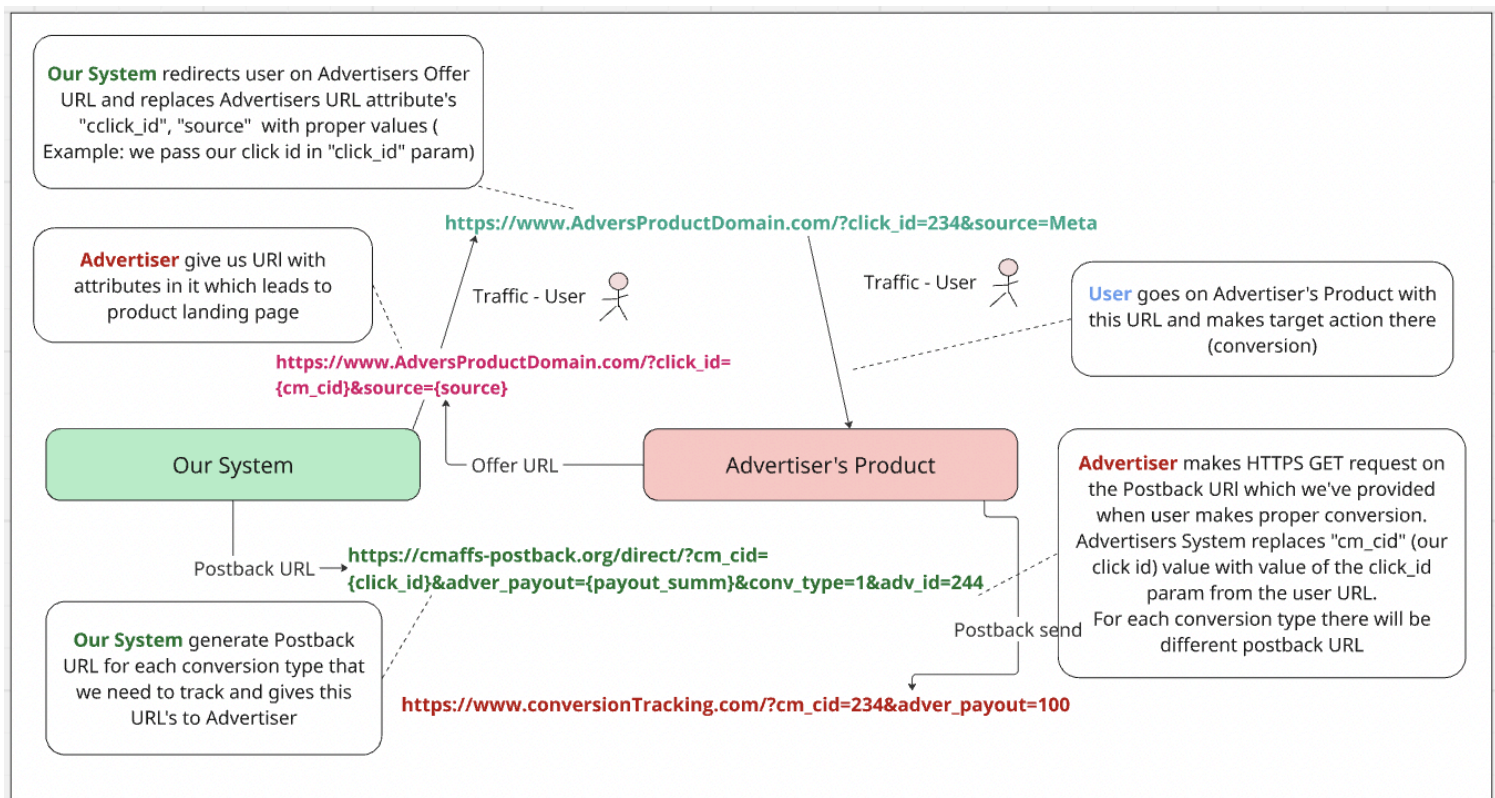Marketing Attribution Scheme

For each conversion (target action) will be a separate Postback URL, but all of them have an obligatory parameter to receive - **our system click id (cm_cid).** Advertiser's System needs to replace **cm_cid** parameter's value in Postback URL with value from proper attribute in user URI, that we decided to use to pass Advertiser our click id.

For example:
https://cmaffs-postback.org/direct/?cm_cid={click_id}&adver_payout={payout_summ}&conv_type=1&adv_id=244
This link will be for receiving postback about Registration.
So when registration happens Advertiser's System makes HTTPS GET request on this URL and replaces **cm_cid** value with **click_id** parameter value from user URL.

Another Postback URL will be used to track Successful Qualification of the user (for example, user confirmed email or added verified credit card) .
Example:
https://cmaffs-postback.org/direct/?cm_cid={click_id}&adver_payout={payout_summ}&conv_type=4&adv_id=244
Advertiser's systems do the same operations, but only when the user passes qualification successfully.

Also, Advertiser's System should pass the payout sum if we work with the RevShare program or Dynamic CPA. In our Postback we're expecting payout sum in **adver_payout** param in postback url.
We have another additional attributes in our Postback url that uses constant values (this are **conv_type** and **adv_id),** Advertiser's System shouldn't do anything with that, just to be sure that they are in the URL