≡ **Offer18 Knowledge Base**   🔍

Links ›
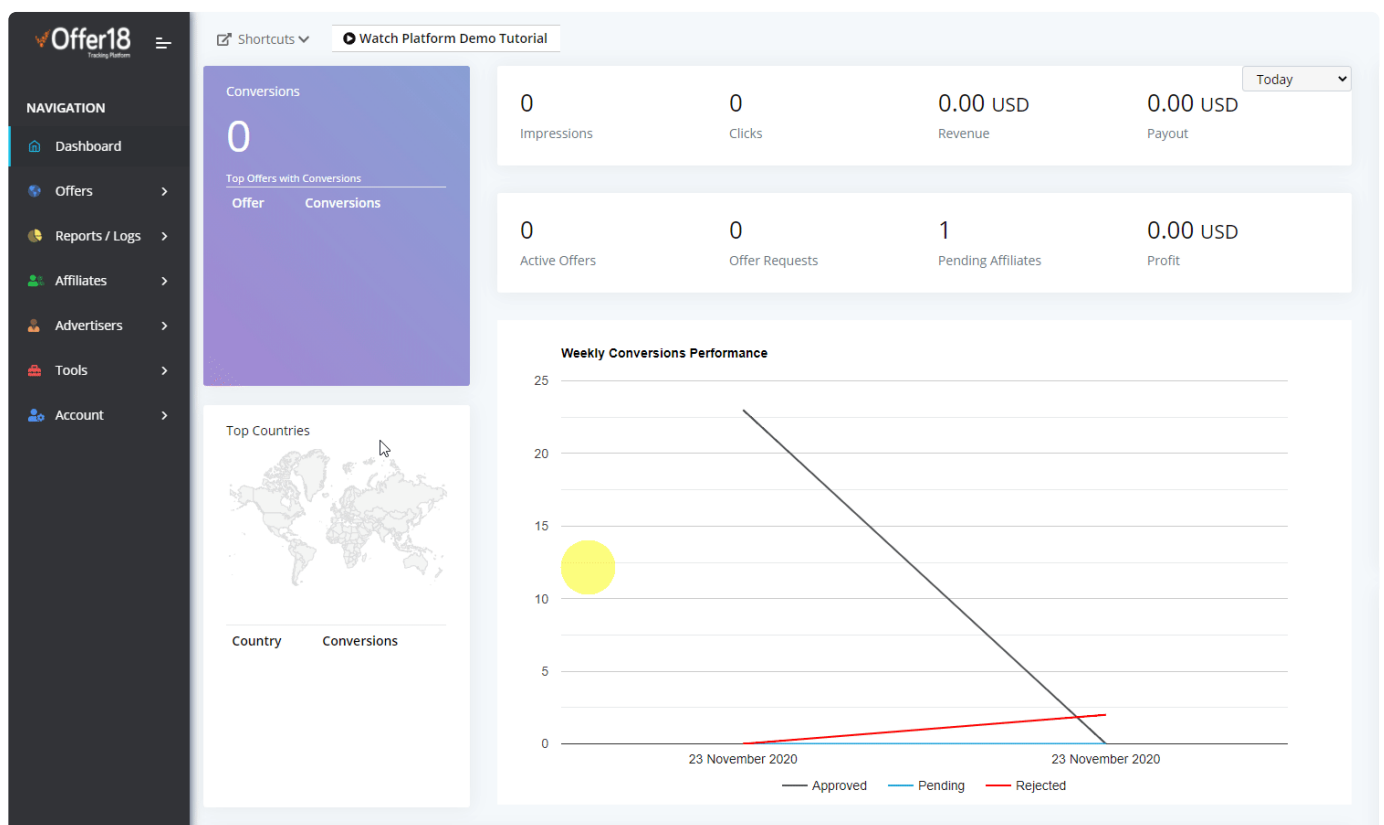
Offer - Events   ⋮

1. **Go to Offers » Offer-Approved**
2. **Click on the Offer name to enter in its configuration » Events / Payout tier Tab.**

Create an Event in Offer

Field	Description
Event Name	Select Event from available options (Create new Event)
Advertiser Price	Amount of Revenue as specified by the

Events / Goals

Field	Description
Event	Name of the Event defined while creatin
Token	Token of Event defined while creating a
Advertiser Price	Revenue amount defines for the Event v (user can modify the revenue amount la
Affiliate Price	Payout amount defines for the Event wh (user can modify the payout amount late
Multi Conv.	To receive multiple Conversions on the s on ClickID
Multi Conv. (IP)	To receive multiple Conversions on the s on IP address
Approval	Auto-approved or status pending of the decided here

Payout Tier

One can define Affiliate specific Payout in each event for each Affiliate by simply clicking on this button.

Postback

Quick link to generate Event-specific Postback.

Conversion Settings

Conversion Waiting Time

Once a click gets redirected to the Offer URL of an Advertiser after then for how long the system should wait for its Postback, Click ID from this redirection will expire after the defined conversion waiting time.

Multi Conversion

Conversion is being recorded multiple times for the same TID value. Multiple Conversions could be enabled or disabled.

1. Allowing / Blocking Multiple Conversions doesn't allow or block multiple conversions on the Advertiser end.

2. Allowing / Blocking Multiple Conversion works separately for each event.

Conversion Approval

Conversion approval could be set as automatic or manually. If manually selected Conversions will be recorded as pending Conversion.

Multi Conversion (IP Based)

Multi Conversion (IP BASED) detects the multiple Conversion values having the same TID as well as the same Click IP adds.

Whitelist Postback Server IP

Server IPs can be whitelisted here, Conversion from IP which is not whitelisted will not be recorded.

Display Default Postback Event (Affiliate)

While having multiple Events in the Offer, users can decide which Event's Payout should be shown in their Affiliate dashboard.

Event Mismatch Action

If the user is receiving Event's Postback but the Event value in Postback is not matched the Event token assigned to the Offer. In such cases, Conversions can be recorded as an initial or discarded from the Platform.

Create New Event

To create a new Event

Go to Shortcuts » Offer Events

Field	Description
Event Token	The token to be used in the Event Postback shown in Affiliate Dashboard (non-editable)

Previous

Offer - Capping Rules

Next

Offer - Payout Rules

Last modified 4mo ago