☰   **Offer18 Knowledge Base**   🔍

Tracking URL Macros   ⋮

Correct use of tokens leads to uninterrupted Tracking flow if the Macros are not correctly configured in the Offer18 URL in that case, data didn't get exchanged between the user and his client.
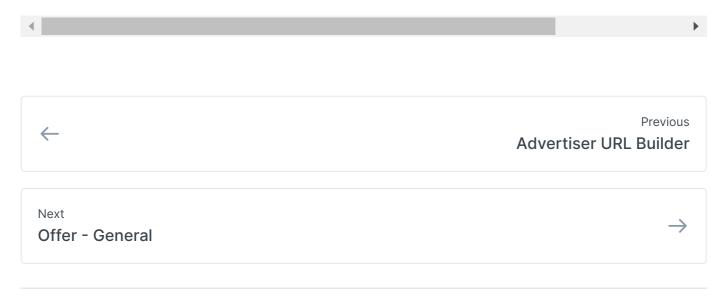
Tokens are to be used in the Offer URL for the purpose of exchanging click information with the Advertiser.

Macro	Token	Description (when to us
TID	{tid}	This is the Platform's un
Affiliate ID	{aff_id}	To pass Affiliate id in Of
Sub Affiliate ID	{sub_aff_id}	To pass Sub-Affiliate id
Click IP Address	{ip}	To pass the IP address i
Offer ID of Offer	{offerid}	To pass Offer ID in Offer
Offer Name of the Offer	{offername}	To pass Offer name in O
Device User Agent (url encoded)	{useragent}	To pass Device user age
Device User Agent (raw format)	{raw_useragent}	To pass Raw Device use
Advertiser's ID	{adv_id}	To pass Advertiser acco data)
Country Code (2-digit)	{country}	To pass Country name i
Exact Click Time	{timestamp}	To pass click time in uni

Device ID (Affiliate Data)	{deviceid}	To pass device id in Offe (If received from Affiliate Tracking link)
Source (Affiliate Data)	{source}	To pass source data in C (If received from Affiliate Tracking link)
Google Advertising ID (Affiliate Data)	{googleaid}	To pass google id in Offe (If received from Affiliate Tracking link)
Android Device ID (Affiliate Data)	{androidid}	To pass android id in Off (If received from Affiliate Tracking link)
IOS Device ID	{iosidfa}	To pass IDFA in Offer UF (If received from Affiliate Tracking link)
Operating System	{os}	To pass Operating syste URL
		To pass Operating syste

Addition Macros to pass more information in Advertiser URL

Macro	Token	Description
Dynamic Affiliate Sub1	{aff_sub1}	Additional Data to receiv pass in Offer URL
Dynamic Affiliate Sub2	{aff_sub2}	Additional Data to receiv pass in Offer URL
Dynamic Affiliate Sub3	{aff_sub3}	Additional Data to receiv pass in Offer URL
Dynamic Affiliate Sub4	{aff_sub4}	Additional Data to receiv pass in Offer URL

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