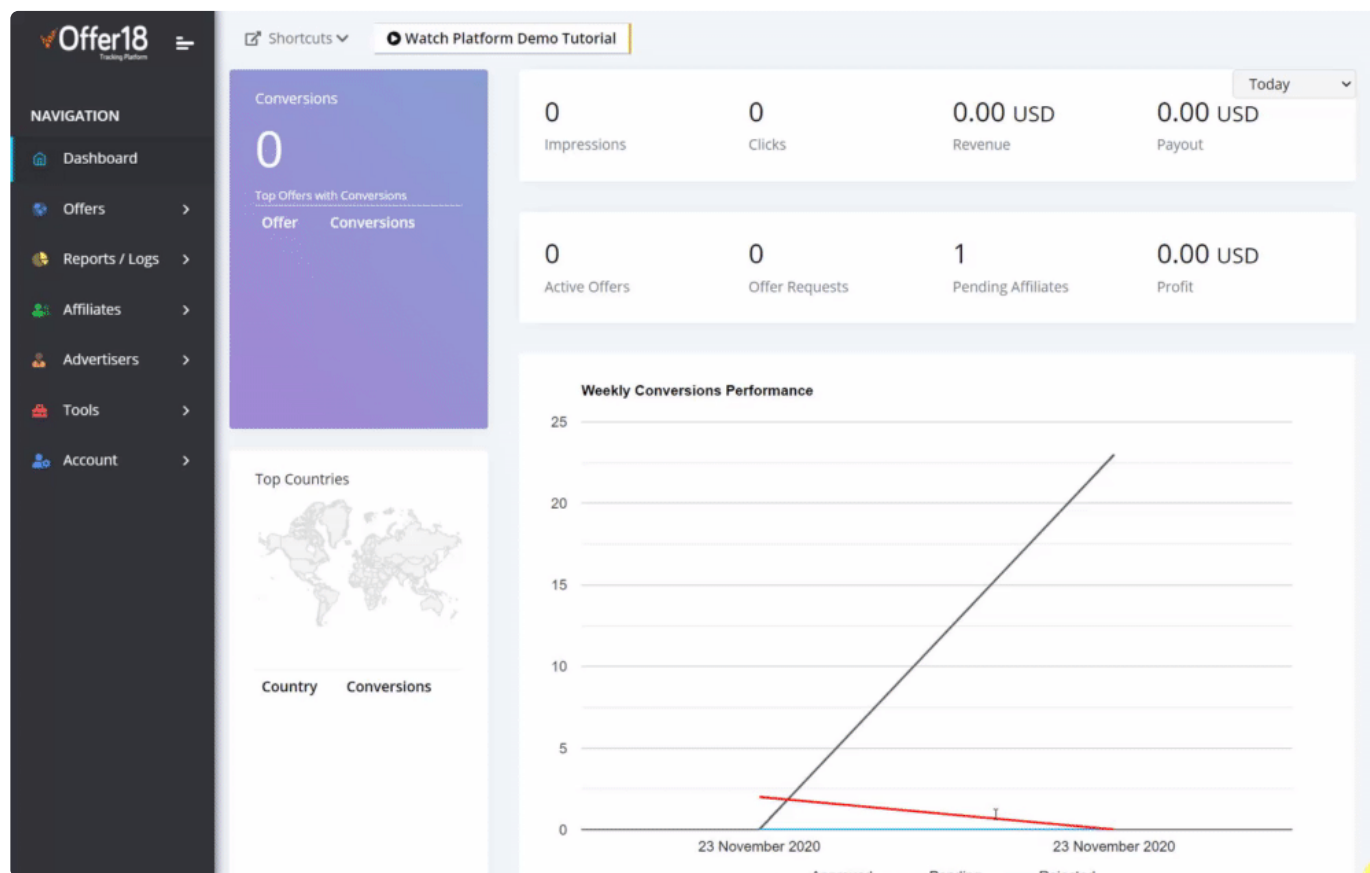


[Links >](#)

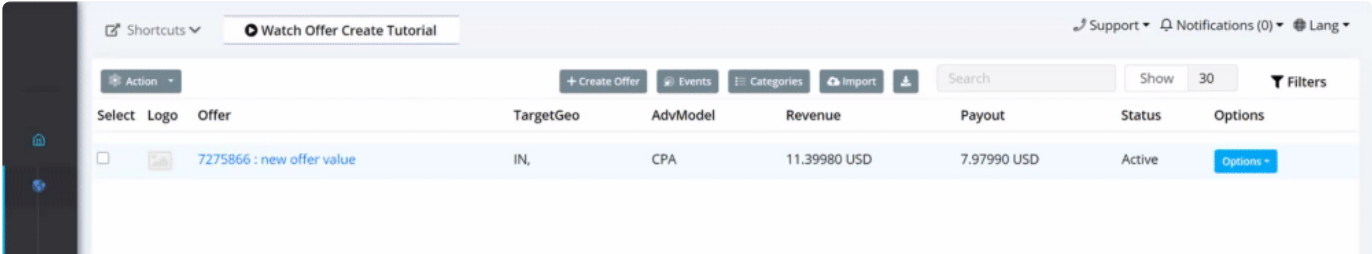
# Offer - General



1. Go to Offers » Offer - Approved



2. Click on Offer name / ID to enter into its configurations panel.



Offer Fields

Field	Description
Offer Name	Name of the Campaign
Advertiser	Advertiser of the Offer
Offer Category	Type of the Offer created
App ID	ID of the Application
External Offer ID	If Offer is added Externally it automatically adds the / in the External Offer ID field. It can also be added manually
Offer Preview URL	Preview URL of the Offer
Offer URL	URL shared by Advertiser to promote
Landing Page	To promote different URLs related same Offer, the Landing Page is used
Advertiser Pricing (Revenue)	Model and Price of the Revenue
Affiliate Pricing (Payout)	Model and Amount of Payout
Currency	Currency of the Offer
Hide Payout	Enabling this will hide Affiliate's Payout
Schedule	Start date and end date of Campaign
Daily Start/Stop	Feature helps users to promote the Campaigns in defined time slots
	<ul style="list-style-type: none"><li><b>Public</b> - Offer will be visible to all Affiliates. Affiliate's Offer will be automatically Approved</li></ul>

Offer Visibility	<ul style="list-style-type: none"> <li>• <b>Public + Require Approval</b> - Offer will be visible to Affiliates have to wait for the admin's approval after the offer is created</li> <li>• <b>Private</b> - Only those Affiliates who are granted access to the offer will be able to view and promote Offers</li> </ul>
Status	<ul style="list-style-type: none"> <li>• <b>Approve</b> - Affiliate Partners can access and send traffic to the offer</li> <li>• <b>Pending</b> - The Offers cannot be viewed by the Affiliates</li> <li>• <b>Ended</b> - Offers that pass the expiry date</li> </ul>
Alert to Affiliates	Enable to send alerts about changes in Affiliate Payouts
Deep Link	Enable to use Deeplinks in the Offer
Terms	<ul style="list-style-type: none"> <li>• <b>Offer Description</b> - Description of the Offer</li> <li>• <b>Private Note</b> - Internal private notes</li> <li>• <b>Offer Terms / KPI</b> - Key performance indicators for the offer</li> </ul>



Shortcuts
7275866 - new offer value
Advance Mode
Options

NAVIGATION
Dashboard
Offers
Create Offer
Offers - Live (Today)
Offers - Approved
Smart Offer
Postback
Approve Requests
Reports / Logs
Affiliates
Advertisers
Tools
Account

General
Targeting
Creatives
Affiliates
Capping
Fallback / Integration
Events / Payout Tier
Others
Security

Offer Name: new offer value
Advertiser: 71001 - Advertiser Name Last Name (A...
Offer Category: Select Category
AppID:
External Offer ID: 617313
Offer Preview URL: https://play.google.com/
Offer URL: https://play.google.com/store/apps/details?id=com.myapp.game
Deep Links: Enable
Landing Page
Tokens/Micros
Advertiser Pricing (Revenue): CPA 11.39980 USD
Affiliate Pricing (Payout): CPA 7.97990 Hide Payout
Schedule: Start Date 23-Nov-2020 12:00:00 End Date 21-May-2030 14:19:00 Daily Start/Stop 12:00:00 12:00:00
Offer Visibility: Public Status: Approve Alert to Affiliates
Terms:
Offer Description
Private Note
Offer Terms/KPI
Offer description

## URL Suggestion by Advertiser URL Builder

After placing a link inside the 'Offer URL' or 'Landing Page' field, the Advertiser URL Builder will automatically detect the partner platform and create a suggestion URL containing important parameters of the platform. This URL suggestion can be used as an offer URL or Landing Page URL.

AppID

External Offer ID

Offer Preview URL

Offer URL

https://example.o18.link/c?o=000000&m=0000&a=0000

Advertiser URL Builder

▼ Landing Page

🔗 Tokens

Partner : Offer18

Offer18

URL Suggestion Generated by Advertiser URL Builder


https://example.o18.link/c?o=000000&m=0000&a=0000&aff\_click\_id={tid}&sub\_aff\_id={aff\_id}&aff\_sub1={aff\_id}\_{sub\_aff\_id}

Use This

Close

Name	Type	Landing Page	Affiliate
Page 1	Landing	https://example.o18.link/c?o=000000&m=0000&a=0000	Affiliate
Auto-detected : Offer18			
Offer18		URL Suggestion Generated by Advertiser URL Builder	
		https://example.o18.link/c?o=000000&m=0000&a=0000&aff_click_id={tid}&sub_aff_id={aff_id}&aff_sub1={aff_id}_{sub_aff_id}	
		Use This	Close
Name	Landing	URL	Affiliate
Name	Landing	URL	Affiliate

### Know more about Advertiser URL Builder



Advertiser URL Builder

←

Previous  
Tracking URL Macros

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Offer - Targeting

→

Last modified 3mo ago

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