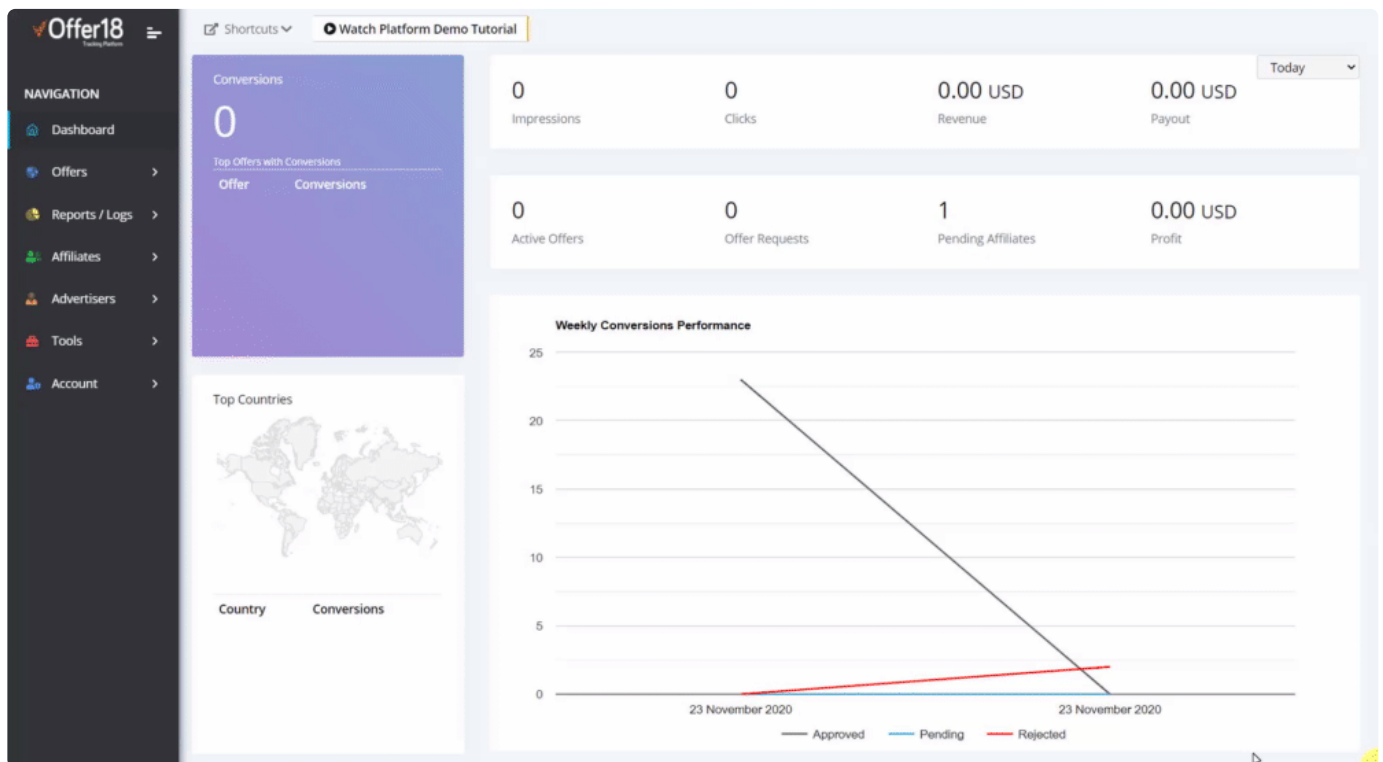


[Links >](#)

Create CPS offer



1. Go to Offers » Create Offer



2. Collecting Basic Details

Fill in all the basic details in Offer General Tab.

[Click here to view Offer - General](#)

FOR CPS Campaign models

Field

Modal

Value

4/1/23, 12:26 PM

Create CPS offer - Offer18 Knowledge Base

| | | |
|------------------------------|-----|--|
| Advertiser Pricing (Revenue) | CPS | The Advertiser sends a perce amount. |
| Affiliate Pricing (Payout) | CPS | Percentage of a sale's cost th your affiliate |

i Calculation of **CPS%** is based on amount value sent by the Advertiser in Postback under Postback parameter **&sale=**

Advertiser Pricing (Revenue)

CPS

100

USD

Affiliate Pricing (Payout)

CPS

10

3. Submit to save configurations

Get Postback for CPS Offer

Click on Shortcuts » Postback

Offer18

NAVIGATION

Shortcuts

Conversions

0

0

0.00 USD

0.00 USD

Watch Platform Demo Tutorial

Today

⚠ If the &sale= parameter is not configured in Postback then calculations of revenue and cost will not be accurate.

Postback

MMP - Mobile Tacking Integration

Select Advertiser

Select Offer

Select Offer

Events Postback: ☐

Postback Type

☒ S2S ☐ Pixel ☐ iframe ☐ Google Tag Manager

Postback URL

Global Postback

https://example.o18.link/p?m=0000&tid={REPLACE}&sale={REPLACE}

☒ ClickID

Select Partner

{REPLACE}

☐ AdvSub1

{REPLACE}

☐ AdvSub2

{REPLACE}

☐ AdvSub3

{REPLACE}

☐ AdvSub4

{REPLACE}

☐ AdvSub5

{REPLACE}

☒ Sale

{REPLACE}

☐ Payout

{REPLACE}

☐ Currency

{REPLACE}

←

Previous

Offer - Fallback / JS Integration

Next

Smart Offer

→