

# Server to Server Tracking

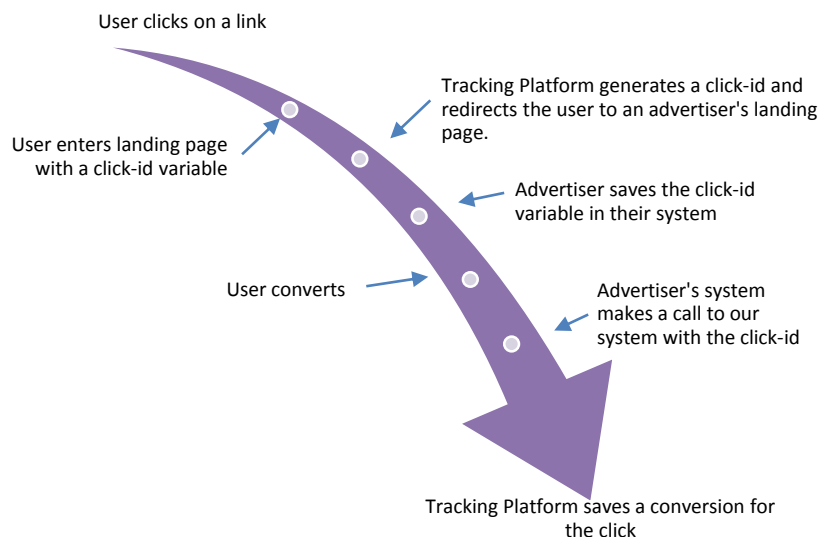
Aka: Postback and callback pixels

In a server-to-server tracking campaign, we send users to your, the advertiser's, landing page, along with a unique id.

It is your responsibility to save this id. When a conversion occurs on a user we sent to your landing page, your system must make a call to our system, where the id is included. Subsequent calls to our system with the same id will, by default, not register multiple conversions.

This means we will, by default, track up to one conversion per user we send to your landing page.

Should you want to save some extra data for the conversion in our system, such as an order number, this is also possible.



**The URL for the call to our system has the following format:**

`https://api.netb11.com/s2s?cid=<campaignid>&clickid=<clickid>&opt=<advertiserOptionalInfo>`

We will supply a campaignid for each campaign we are running for you. Any data you want to save on the conversion can be saved into the advertiserOptionalInfo field.

**Furthermore, we have some optional parameters:**

- If the campaign has differing payouts, based on how the user converts, we will provide a pixel for each type of conversion, where we include a '&trigger=sometrigger'. **Please note** that a given user can have a conversion for each trigger.
- If the campaign is sales-based, we will provide you with a URL which includes a '&amount=<theamountofthesale>', where it will be your responsibility to fill in the amount on each conversion. Additionally you will have the option to send include a transaction id, which we use to

block potential duplicates – this means we will only record one conversion across all users per transaction id you send to us.