



## How to create a Postback URL

**Postback URL** allows you to track conversions using a third-party tracking platform and send the information about conversions to AdMachine reports. This way you can track ROI on the reports page and optimize campaigns to achieve better results. As a rule Postback URL is used for CPA campaigns.

To get a Postback URL, follow the steps listed below:

1. On the New Campaign page, select **Postback request** to generate the URL .

Tracking type  None  Pixel  Image  Postback request

Please, use the following postback URL to track conversions:

```
http://rtb.adx1.com/log?action=conversion&key=[CLICK_ID]&price=REVENUE_IN_USD
```

2. Copy the URL, replace **[CLICK\_ID]** and **REVENUE\_IN\_USD** with the parameters from your tracking platform.

`http://rtb.adx1.com/log?action=conversion&key=[CLICK_ID]&price=REVENUE_IN_USD`


For example, if your tracking platform uses **{clickid}** and **{payout}** parameters, your Postback URL would be formatted as follows:

`http://rtb.adx1.com/log?action=conversion&key={clickid}&price={payout}`

**Please note** that the parameters may be different. You need to obtain all the parameters from your tracking platform.

3. Paste the Postback URL you have created into your tracking platform.

**Offer link**



**Click ID (optional)**

**Sub ID (optional)**


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**Postback URL**

{payout} : Payout for current lead  
{clickid} : Optional click ID  
{subid} : Optional parameter

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**Creatives**



To set up a **Destination URL**, proceed as follows:

1. Copy the **Offer Link** from your tracking platform.

**Offer link**



**Click ID (optional)**

**Sub ID (optional)**

2. Modify the Offer Link by adding Admachine **[CLICK\_ID]** macro.

Normally, offer links contain Click ID parameters:

<http://trgln.com/cpa?oid=hj874827483h534i5o4krllm=f98f9e4f3hgeh24620ae&clickid=4f3hgeh>

You need to replace the **clickid value** with the **[CLICK\_ID]** macro as follows: *clickid=4f3hgeh --> clickid=[CLICK\_ID]*

[http://trgln.com/cpa?  
oid=hj874827483h534i5o4krllm=f98f9e4f3hgeh24620ae&clickid=\[CLICK\\_ID\]](http://trgln.com/cpa?oid=hj874827483h534i5o4krllm=f98f9e4f3hgeh24620ae&clickid=[CLICK_ID])

In case there is no Click ID parameter included into your offer link, you need to add it manually depending on the parameters supported by your tracking platform. It can be either **clickid** or **subid**. Please note that the **clickid** parameter prevails.

For example, your offer link looks like this:

<http://trgln.com/cpa?oid=hj874827483h534i5o4krllm=f98f9e4f3hgeh24620ae>

After adding the click ID parameter ( **clickid** or **subid**) and our macro **[CLICK\_ID]**, your link should look like this:

[http://trgln.com/cpa?  
oid=hj874827483h534i5o4krllm=f98f9e4f3hgeh24620ae&clickid=\[CLICK\\_ID\]](http://trgln.com/cpa?oid=hj874827483h534i5o4krllm=f98f9e4f3hgeh24620ae&clickid=[CLICK_ID])


[http://trgln.com/cpa?  
oid=hj874827483h534i5o4krllm=f98f9e4f3hgeh24620ae&subid=\[CLICK\\_ID\]](http://trgln.com/cpa?oid=hj874827483h534i5o4krllm=f98f9e4f3hgeh24620ae&subid=[CLICK_ID])

**Please note** that if both **clickid** and **subid** parameters are supported by your tracking platform, the **clickid** parameter prevails.

3. Put the link into the **Destination URL** field.

[Back](#) **New campaign**

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<b><u>Destination URL</u>*</b>	<input type="text" value="http://trgln.com/cpa?oid=hj874827483h534i5o4krllm=f98f9e4f3hgeh24620ae&amp;clickid=[CLICK_ID]"/>
	<input type="checkbox"/> Add Google Analytics tracking code
	Please <a href="#">click here</a> to see available macros
Size	<input type="text" value="300x250 Desktop / Mobile"/> 
Image*	<input type="button" value="Choose File"/> No file chosen
Advertiser domain*	<input type="text" value="Enter the landing page URL"/>

Advertiser domain is a domain of a brand or a product you advertise.  
For example: nike.com, pokemongo.com

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