Investing.com

Postback Implementation

Postback

Needs & Goals

01 **Retrieve the actual count of leads in real time**

02 **Identify the origin of the leads**

(Site, Country, Product, Creative, LP, Ad Server)

03 **Protect users' information**

The information that is sent is limited to what is passed to the postback.

04 **Optimize campaigns based on real revenues**

How does it work?

- Add a parameter to your LP to pass a tracking string
- Retrieve the tracking string in the LP and pass it dynamically to the postback trigger
- Visualize the leads in a postback table (Big Query) updated in real time

*Affiliation campaign will be delivered based on performance.

Add the parameter to your LP

- https://www.registrationpage.com/

- https://www.registrationpage.com/?SUBID=TRACKING_STRING

Retrieve the tracking string in the LP

Example: A user registers online (1/2).

- TRACKING_STRING: **ENGB_Client_OnboardingBrokerOffer**
- LP: https://www.registrationpage.com/ ?SUBID=**ENGB_Client_OnboardingBrokerOffer**
- Postback trigger to implement on your side:

https://us-central1-madrid-investing.cloudfunctions.net/PostbackCloudFunciton/?token=YWR2ZXJpc2VyX2FmZmlsYXRpb25fdXJs
&subID=**{SUBID}** *#tracking string passed dynamically from the SUBID parameter*
&advertiser=client
&brand=client_brand
&affiliate_id=1
&event_type=Lead (or FTD)
&model=CPC

Visualize the leads

Example: A user registers online (2/2).

datetime	advertiser	model	affiliate_id	line_item	event_type	user_id	payout	offer_id	custom	brand
1/21/20 12:00	client	CPL	your_affiliate_id	ENGB_Client_AppBanAndroid_320x50_HGRST1_OA_DFP	Lead			your_offer_id		client_brand

This is the only thing that we will see from the people that sign up with you; only the parameters filled in the postback trigger.

Thank You