

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](https://us-central1-madrid-investing.cloudfunctions.net/PostbackCloudFunciton/?token=YWR2ZXJpc2VyX2FmZmlsYXRpb25fdXJs&subID={SUBID}#tracking string passed dynamically from the SUBID parameter)
&subID={SUBID} *#tracking string passed dynamically from the SUBID parameter*
&advertiser=client
&brand=client_brand
&affiliate_id= -999
&event_type=Lead (or FTD)
&model=CPC

Thank You

