

Set up postback (s2s) tracking

Postback trackers use server-to-server communication to track user actions by sending data directly from the advertiser's server to the tracking server, ensuring secure and accurate tracking without relying on the user's browser.

Tracker URL

The tracking server accepts HTTP requests using GET, POST methods:

<https://rtb-eu.intent.ai/analytics/events>

Additional query params must be also configured, please see the list below

Query params

Name	Required	Description
click_id	yes	ID of the click that the event should be attributed to
event_name	yes	The name of the conversion
event_value	no	The monetary value of the conversion.
event_currency	no	The event value currency, defaults to USD
event_timestamp	no	The unix timestamp of the event, defaults to the time received

Name	Required	Description
campaign_name	no	The name of the campaign the event should be attributed to.

Examples

Minimalistic
<code>https://rtb-eu.intent.ai/analytics/events?click_id=1233&event_name=registration</code>

Full
<code>https://rtb-eu.intent.ai/analytics/events?click_id=1233&event_name=deposit&event_value=200&event_currency=USD&event_timestmap=1720232541&campaign_name=mycampaign</code>

Revision #3
Created 6 July 2024 02:13:14 by admin
Updated 6 July 2024 11:19:34 by admin