MAGIC FREEBIES

The UK's most popular freebie site, loved by over 2,000,000 members
TARGETED - LOW COST - HIGH VOLUME
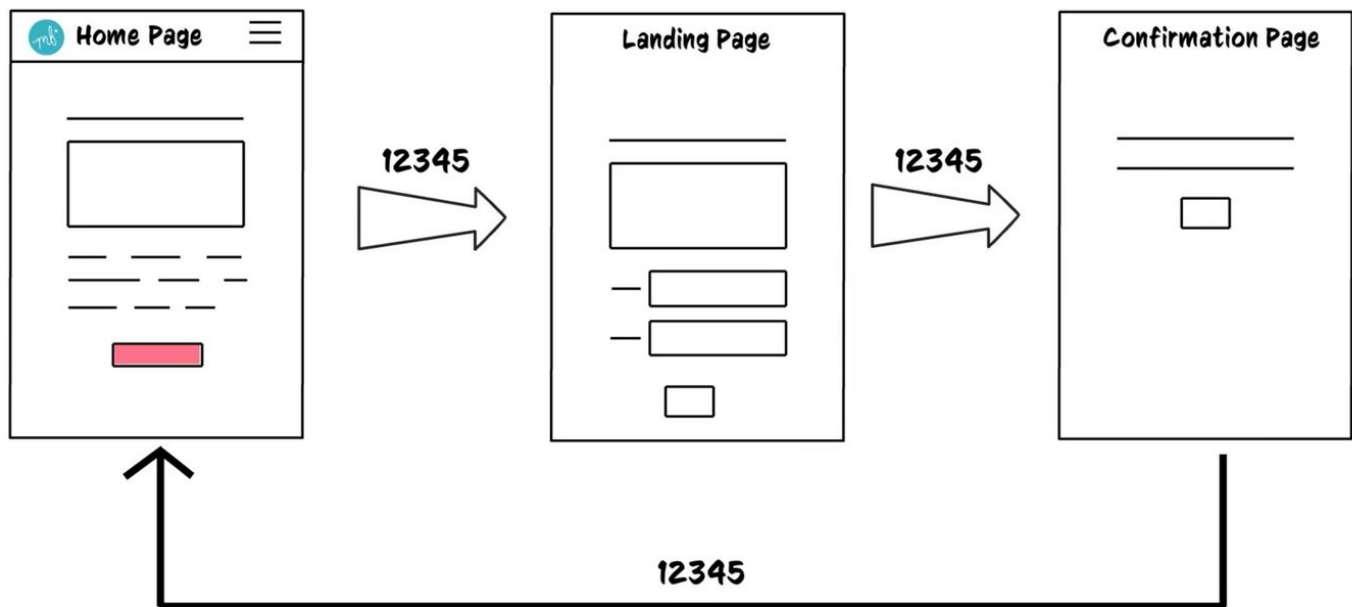Millions of consumer leads delivered since 1996

Server Postback Tracking Explained

Server postback tracking—also called "server to server tracking" and "server-side tracking"—is the method of tracking conversions that uses the advertiser's web server.

The Flow of Postback Tracking

Postback tracking can be thought of as two separate processes:

1. what happens when a user clicks on an offer and
2. what happens upon conversion.

Leading up to the conversion:

1. User sees an offer on Magic Freebies
2. User clicks on the offer on Magic Freebies
3. Click goes to a Magic Freebies server. The server records the click, then generates and records a "Click ID" for that session.

4. Magic Freebies immediately directs the user to the offer's landing page on the advertiser site, including the "Click ID" for that session in the offer URL.
5. User sees offer page on advertiser's site. Advertiser's site handles recording that session's "Click ID" however it sees fit.

When the user converts on that offer:

1. The advertiser's server sends a signal to Magic Freebies (a.k.a. "fires a postback") that includes the "Click ID" that Magic Freebies initially supplied. The user is not directed back to Magic Freebies in any way.
2. Magic Freebies records the conversion for that session.

When to Use Postback Tracking

We now recommend using server postback tracking whenever possible. This is because it is reliable and works across all browsers and devices, unlike the older method known as 'pixel tracking'.

Postback tracking is always required for offers that don't direct to a website, notably for mobile apps.