Server Postback Tracking Implementation for Developers

Clicks to your landing page

Your original offer URL:

https://advertiserwebsite.com/landingpage

Your Offer URL with the Magic Freebies **Click ID** added (using 12345 in this example):

https://advertiserwebsite.com/landingpage?savethis=12345

When a user completes your signup form save the **Click ID** and associate it with that individual form submit.

Notes:
- The savethis= variable *name* can be whatever you choose
- The **Click ID** should be associated with an individual form submit when it is saved

Click ID - structure

The **Click ID** will be formatted as follows:

Format: dashes, underscores, lower and uppercase letters and numbers
Length: 50 chars max
Example Click ID: ldDJV_bjPA8E3nd6BBflQoUTQyATGnocaVEru2oQDIM

When the user converts on your offer:

You send a server postback by **sending a GET request** to the following URL:

 https://www.veneficus.co.uk/tp/?vtcid={click_id}

with {click_id} replaced with the value you saved on savethis= for that user

Server response

If successful our server will respond to yours with response code 200 and includes the word 'success' in the response body.

The response content type is text/html; charset=UTF-8. The success is sent as in the response body as raw text and is just the 7 characters making up the word *success*.

Note: you do **NOT** need to redirect the user back to Magic Freebies.

Response Structure

The response will be structured as follows:

Content Type: text/html; charset=UTF-8
Response Code: 200
Response Body: success

Further guidance

The following video explains in simple terms how server postback works: