AdMedia. RSOC Tracking params

At admedia we allow publisher to pass tracking params which might be helpful in driving the traffic and optimising it based on the sources performing.

Suppose the RSOC url looks like -

https://xyz.mydomain.com/landing?q={query}&pubid={pubid}&channel={channel}

Here {query},{pubid} and {channel} are mandatory parameters in order for rsoc to work.

Other optional parameters are

rpp - number of search results to show, default 5 and max is 10
hl - the language you want to see the search results in, however it completely depends on google to show the rsoc keywords refer
https://developers.google.com/google-ads/api/data/codes-formats#languages for language codes available
ForcekeyA,ForcekeyB,ForcekeyC,ForcekeyD,ForcekeyE,ForcekeyF,ForcekeyG - the force terms to pass which you want to see in the RSOC keywords returned by google

The other parameters that publishers are welcome to use are, these are specifically for use of publisher to track

cid - To pass click id to the url
subid1,subid2,subid3,subid4,subid5 - sub ids to be passed

Final url might look something like -

https://xyz.mydomain.com/landing?q={query}&pubid={pubid}&channel={channel}&ForcekeyA={key1}&ForcekeyB={key2}&rpp={number}&hl={language_code}cid={click_id}&subid1={tracking_param1}&subid2={tracking_param2}

AdMedia. Postback Macros

Here are the list of supported macros which can be returned to publisher via postback -

{timestamp} - Unix timestamp when the click happened
{keyword} - Keyword from where the click came
{click_id} - click id to be returned which was originally passed
{subid1} - Subid parameter 1
{subid2} - Subid parameter 2
{subid3} - Subid parameter 3
{subid4} - Subid parameter 4
{subid5} - Subid parameter 5
{ip} - use Ip
{user_agent} - The user agent