

Tonic - RSOC

Технічні дрібниці по інтеграції The Optimizer

Для Optimizer

mgid |subid4 |campaign_id|teaser_id|widget_id|source_id

facebook |subid2 |ad.id

subid3 |campaign_id

subid4 |adset.id|campaign_id|ad.id|placement

outbrain |subid4 |

campaign_id|ad_id|section_id|publisher_id|section_name|publisher_name

taboola |subid4 |campaign_id|campaign_item_id|site|site_id|site_domain

newsbreak|subid4 |CAMPAIGN_ID|FLIGHT_ID|CREATIVE_ID

Посилання з Tonic

Берете **Use direct link** або **D.Link** в морді

Use direct link

Use regular tracking link

tracking link types

Tracking Link: https://lifestyletips101.com/en/articles/surprising-high-yield-savings-are-these-double-digit-rates-for-real-understanding-savings-offers?dest=ODc1bmdxLndzcGxjdj5jb20=

Parameter Helper

Link

D.Link

Таблиця постбеків

Постбеки виставляєте в налаштуваннях кампанії тоніка в підменю **Callbacks**

Traffic Source	Postback URL
mgid	<p>Передавати виплату попередню</p> <div>https://a.mgid.com/postback?c={subid1}&e=sale&r={revenue}</div> <p>Без виплати</p> <div>https://a.mgid.com/postback?c={subid1}&e=sale&r=0</div>
facebook	Працюєте як зазвичай з conversion token та pixel/dataset id
outbrain	<div>https://tr.outbrain.com/unifiedPixel?ob_click_id={subid1}&name=sale&orderValue={revenue}&currency=USD</div>
taboola	<div>https://trc.taboola.com/actions-handler/log/3/s2s-action?click-id={subid1}&name=sale&revenue={revenue}&currency=USD</div>
newsbreak	<p>complete_payment</p> <div>https://business.newsbreak.com/tracking/attribute?callback={subid1}&event_type=complete_payment&nb_value={revenue}</div> <p>click_button</p> <div>https://business.newsbreak.com/tracking/attribute?callback={subid1}&event_type=click_button&nb_value={revenue}</div>
revcontent	???
DSP mgid	???

Генерування посилання для Джерела трафіку

Генерується автоматично під час генерації імені кампанії. (стовбчик M)
Перейменування кампаній в тоніку автоматичне, поки що не працює.

A	B	C	D	E	F	G	H	I	J	K	L	M
Provider	Offer name	GEO	Traffic Source comment / payout	keywords / adtitle	Offer link	User	Teaser URL (clickURL)	ags - 0-9A-Za-z	Campaign Name	Performer	flow url	tracking offer URL
tonic	CarDeals	US	mgid rsoc		https://festyelig	example						
tonic	CarDeals	US	outbrain rsoc		https://festyelig	example						
tonic	CarDeals	US	taboola rsoc		https://festyelig	example						
tonic	CarDeals	US	newsbreak rsoc	Car Deals	https://festyelig	example						
tonic	CarDeals	US	facebook rsoc	Car Deals	https://festyelig	example						
tonic	CarDeals	US	mgid rsoc		https://festyelig	example			example - CarDeals_US - mgid - miroteam_n2s_tgCPC	Oleksa		https://festyelig101
tonic	CarDeals	US	outbrain rsoc		https://festyelig	example			example - CarDeals_US - outbrain - miroteam_n2s_tgCPC	Oleksa		https://festyelig101
tonic	CarDeals	US	taboola rsoc		https://festyelig	example			example - CarDeals_US -taboola - miroteam_n2s_tgCPC	Oleksa		https://festyelig101
tonic	CarDeals	US	newsbreak rsoc	Car Deals	https://festyelig	example			example - CarDeals_US - newsbreak - miroteam_n2s_tgCPC	Oleksa		https://festyelig101
tonic	CarDeals	US	facebook rsoc	Car Deals	https://festyelig	example			example - CarDeals_US - facebook - miroteam_n2s_tgCPC	Oleksa		https://festyelig101

Беремо це посилання

Постбек

Налаштовуєте в самій кампанії в кабінеті Tonic

Campaign Name: 3366487 - yatsik - SavingsAccRSOK2_US - newsbreak - miroteam_n2s_tgCPC_new
Created: 2025-04-04 at 06:13

Status: active
Country: US

Vertical/Offer: Finance / Savings Accounts

ing Keywords (6x) Callbacks (0x) Settings Pixeltracking Rename Campaign RSOC Article

Dynamic Parameters

will send a GET Request to the URL which has been entered. These URLs are templated, you will replace all parameters in the URL against there matching every parameter. These placeholders exist by default:

- [campaign_id]
- [campaign_name]
- [type] [redirect, view, viewrt, click, preestimated_revenue, estimated_revenue, estimated_revenue_5h]
- [timestamp]
- [device] [desktop, tablet, mobile]
- [keyword] for viewrt, click, preestimated_revenue, estimated_revenue and estimated_revenue_5h
- [revenue] (in case it's a revenue callback)
- [currency] (usd) for the revenue types
- [event_id] unique id which can be used for event deduplication

every URL parameter of the tracking link could be passed as well. If you send a parameter called foo=bar the templating variable {foo} exists and will be placed with "bar".

amples

It's say the tracking URL looks like: http://foobar.tracktest.com and you added some parameters to it ?subid1=foo&subid2=bar&source=network the complete tracking URL looks like: http://foobar.tracktest.com?subid1=foo&subid2=bar&source=network

It's say you inserted a callback for redirects which looks like: https://[subid2].my-own-tracking-system.com/?ad=[subid1]&source=[source]&device=[device]&campaign=[campaign_id]&event=[type]

For a user clicked on the tracking link we will send and callback to you that looks like: https://bar.my-own-tracking-system.com/?foo&source=network&device=desktop&campaign=1234567890&event=redirect

Redirect [?]

View [?]

Viewrt [?]

Click [?]

Pre-Estimated Revenue [?]

Estimated Revenue [?]

Estimated Revenue 5h [?]

Update

Test

Attention:

- The URL needs to begin with http:// or https://
- These are campaign level callbacks which are triggered only on this campaign
- The status code of your callback target answer is monitored. If we receive more then 100 errors without any successful call between we will stop sending you callbacks.

Для MGID є нюанс. Коли виставляєте посилання воно може не прийнятись бо домен не одобрений, або прийнятись і модератори його промодерують. Інколи і вони не модерують і кажуть що не будуть.
Тімлідам покажу як модерувати/одобрювати домен в cab.

Також домен зазвичай опрувиться для одного кабінету, покажу як дозволити його для інших кабінетів, якщо потрібно.

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