

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=ODc1bmdxLndzcG.xdi5jb20=> [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> <pre>https://a.mgid.com/postback?c={subid1}&e=sale&r={revenue}</pre> <p>Без виплати</p> <pre>https://a.mgid.com/postback?c={subid1}&e=sale&r=0</pre>
facebook	Працює як зазвичай з conversion token та pixel/dataset id
outbrain	<pre>https://tr.outbrain.com/unifiedPixel?ob_click_id={subid1}&name=sale&orderValue={revenue}&currency=USD</pre>
taboola	<pre>https://trc.taboola.com/actions-handler/log/3/s2s-action?click-id={subid1}&name=sale&revenue={revenue}&currency=USD</pre>

Traffic Source	Postback URL
newsbreak	<p>complete_payment</p> <pre>https://business.newsbreak.com/tracking/attribute?callback={subid1}&event_type=complete_payment&nb_value={revenue}</pre> <p>click_button</p> <pre>https://business.newsbreak.com/tracking/attribute?callback={subid1}&event_type=click_button&nb_value={revenue}</pre>
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-	Campaign Name	Performer	flow url	tracking offer URL
tonic	CarDeals	US	mgid rsoc		https://fifestyle101.com	example						
tonic	CarDeals	US	outbrain rsoc		https://fifestyle101.com	example						
tonic	CarDeals	US	taboola rsoc		https://fifestyle101.com	example						
tonic	CarDeals	US	newsbreak rsoc	Car Deals	https://fifestyle101.com	example						
tonic	CarDeals	US	facebook rsoc	Car Deals	https://fifestyle101.com	example						
tonic	CarDeals	US	mgid rsoc		https://fifestyle101.com	example			example - CarDeals_US - mgid - miroteam_n2s_tgCPC	Oleksa		https://fifestyle101.com
tonic	CarDeals	US	outbrain rsoc		https://fifestyle101.com	example			example - CarDeals_US - outbrain - miroteam_n2s_tgCPC	Oleksa		https://fifestyle101.com
tonic	CarDeals	US	taboola rsoc		https://fifestyle101.com	example			example - CarDeals_US -taboola - miroteam_n2s_tgCPC	Oleksa		https://fifestyle101.com
tonic	CarDeals	US	newsbreak rsoc	Car Deals	https://fifestyle101.com	example			example - CarDeals_US - newsbreak - miroteam_n2s_tgCPC	Oleksa		https://fifestyle101.com
tonic	CarDeals	US	facebook rsoc	Car Deals	https://fifestyle101.com	example			example - CarDeals_US - facebook - miroteam_n2s_tgCPC	Oleksa		https://fifestyle101.com

Беремо це посилання



Постбек

Налаштовуєте в самій кампанії в кабінеті Tonic

Dynamic Parameters

will send a GET Request to the URL which has been entered. These URLs are templated. `{}` 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 replaced with "bar".

Examples

If you 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`

If you 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}`

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

Redirect [?]	<input type="text" value="https://www.example.com/test"/>	<input type="button" value="↗"/>
View [?]	<input type="text" value="https://www.example.com/test"/>	<input type="button" value="↗"/>
Viewrt [?]	<input type="text" value="https://www.example.com/test"/>	<input type="button" value="↗"/>
Click [?]	<input type="text" value="https://www.example.com/test"/>	<input type="button" value="↗"/>
Pre-Estimated Revenue [?]	<input type="text" value="https://a.mgid.com/postback?c={subid1}&e=sale&r={revenue}"/>	<input type="button" value="↗"/>
Estimated Revenue [?]	<input type="text" value="https://www.example.com/test"/>	<input type="button" value="↗"/>
Estimated Revenue 5h [?]	<input type="text" value="https://www.example.com/test"/>	<input type="button" value="↗"/>

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 than 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 саб.

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

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