

Media

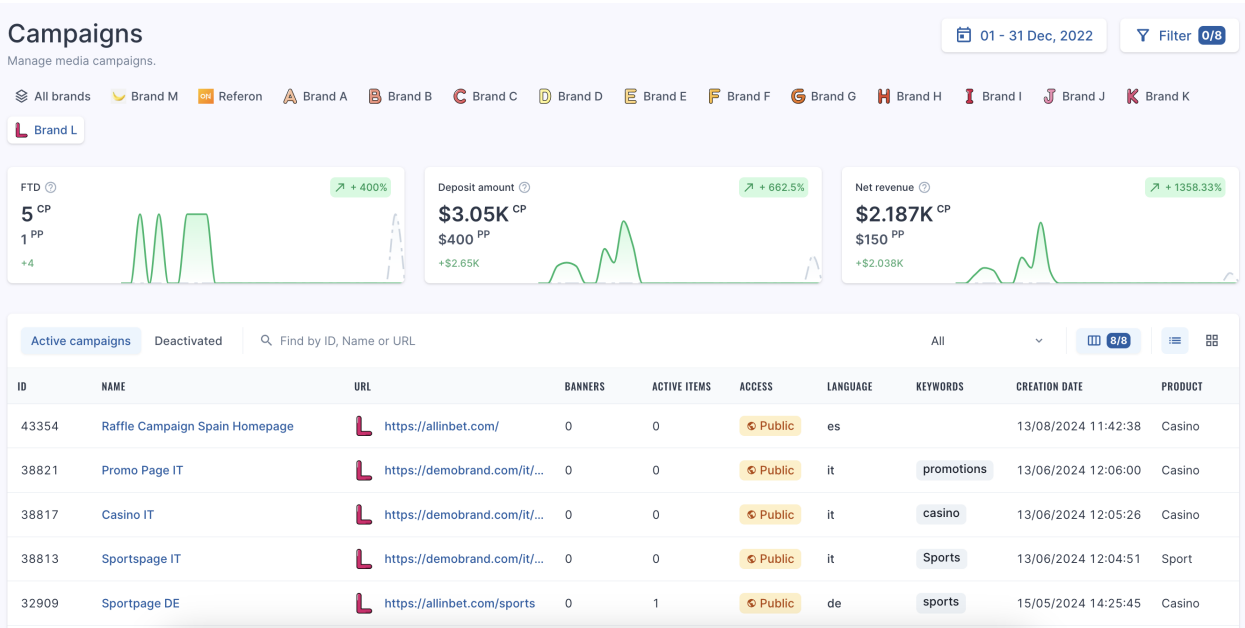
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Campaigns

Here is where you can view all the current URLs or 'Campaigns' available in the system.

The following fields are shown:

- Campaign ID
- Campaign Name
- Banner Count
- URL
- Active Items
- Access
- Language
- Keywords
- Creation Date
- Product



Filters

The Filter on this page covers the following:

- Creation Period Date
- Count of media items
- Count of banners
- Product

- Campaign
- URL
- Language
- Access



To filter by brand, you can select one or multiple of the brand names at the top of the page.

Media Items

Here you will find all media items of the entire system. Showing the following fields:

- Media Item ID
- Media Item Name
- Media Item Type
- Brand
- Reward Plan
- Campaign Name
- Affiliate Name and ID
- Company
- Traffic Type
- Traffic Type Group
- Marketing Source
- Geo
- Creation Date



The Statistics toggle is also available.

Items

Create and manage media items.

All brands Brand M Referon Brand A Brand B Brand C Brand D Brand E Brand F Brand G Brand H Brand I Brand J Brand K Brand L

FTD ?
0 CP
0 PP
0

Deposit amount ?
\$0 CP
\$0 PP
\$0

Net revenue ?
\$0 CP
\$0 PP
\$0

Active items Deactivated

Find by name of Item

Statistics

11/11

☐	ID	MEDIA ITEM	MEDIA ITEM TYPE	BRAND	REWARD PLAN	CAMPAIGN	AFFILIATE	COMPANY
☐	1364192	Norwaytest	Link	 Brand L ID: 17	 100€ CPA (20) + 30% RS	Homepage NO ID: 817	  gail_conn39 ID: 5077	 Huel Grou ID: 3121
☐	1364136	DEtest	Link	 Brand L ID: 17	 120€ CPA (20) (DE) + 25% ...	Homepage DE ID: 1297	  gail_conn39 ID: 5077	 Huel Grou ID: 3121
☐	1344286	PLDemo	Link	 Brand L ID: 17	 2€ CPA (SD, TD) + 2% RS	Homepage PL ID: 9801	  gail_conn39 ID: 5077	 Huel Grou ID: 3121
☐	1344077	ITdemo	Link	 Brand L ID: 17	 400€ CPA (20) (IT) + 200€ ...	Homepage IT ID: 1293	  gail_conn39 ID: 5077	 Huel Grou ID: 3121
☐	1231461	It Home	Link	 Brand L ID: 17	 100€ CPA (10/5) (IT) + 30%...	Homepage IT ID: 1293	  gail_conn39 ID: 5077	 Huel Grou ID: 3121

When a media item is created, a separate page is then available. The Media Item Name is clickable and will show the following:

Reward Plan History

This will provide the details of any changes of the deals, including when they started, they structure and when they stopped.

Information

To the right, you can then see the information of the media item, such as the tracking link, the plan, the traffic type, etcnot jeal

Media Items / gegefe

gegefe

FTD 0 0

Deposit amount €0 €0

Net revenue €0 €0

Net cash €0 €0

Reward plan

Manage media item reward plans and their details

Create reward plan

REWARD PLAN	SOURCE	START DATE	END DATE	UPDATED AT	UPDATED BY
RS	partner	01/06/2024	—	20/06/2024 07:20:04	B bondarenko.v
RS	partner	01/10/2023	31/05/2024	06/12/2023 14:45:28	K korolovad
RS	partner	01/09/2023	30/09/2023	21/09/2023 07:53:48	H head_demo
RS	partner	01/08/2023	31/08/2023	12/09/2023 06:43:15	—

gegefe

ID: 1997500

Type: Link

Geo: AUJ

Brand: Brand B

Tracking Link: https://sdfs.xarvilo.com/?mid=3296271997500

Reward Plan: 40% RS

IDC Template: default

IDC Group: default

Campaign: BrandB_Casinopage_EN

Campaign ID: 46882

Traffic Type Group: SEO

Traffic Type: SEO

Assigned Affiliate: Test Account

Extracting a Tracking Link

Ensuring you are using the right link is very easy in ReferOn.

1. Navigate to Media - Campaigns or My Company - Campaigns.
2. From here, you will find all of the available campaigns that have been added to the system for the available brands for you.

From this page you can also change the date range selector to see your performance for all campaigns by FTDs, Deposit Amount and Net Revenue for the date range.

3. From this window, you can choose to do a number of options:
 1. Use the quick search to find your campaign name
 2. Use the side filter
4. Once you have found your campaign, select the Campaign Name:

The screenshot shows the 'Schultz - Fay' campaign page in the ReferOn system. The page has a light purple header with the breadcrumb 'Media / Campaigns / Schultz - Fay'. Below the header, the campaign name 'Schultz - Fay' is displayed, followed by 'string' and a date range selector set to 'This year'. A 'Create a media item' button is in the top right. Below this, there are three summary cards: 'FTD' (0 CP, 0 PP, 0), 'Deposit amount' (€0 CP, €0 PP, €0), and 'Net revenue' (€0 CP, €0 PP, €0). Each card has a green arrow icon and a '---%' indicator. Below the summary cards, there is a section for 'Active items' and 'Deactivated' items, with a search bar 'Find by name of Item'. A 'Statistics' toggle is on the right. The main content area shows 'No media items found' with a message: 'There is currently no media item. You can create a media item at the touch of a "Create a media item"'. A blue icon with a plus sign and a document is also visible.

5. Select 'Create a media item':

Creating media item



Type

Select the media item type



Link

Generate a link to advertise your product.



Affiliate

5077 - gail_conn39



Media Campaign

Select media campaign



Name

Enter the name

Description (optional)

Traffic type

Cancel

Save media item

6. Fill in your desired:
 1. Select Affiliate (if at company level and via Media - Media Items)
 2. Name
 3. Description (optional)
 4. Marketing Source
 5. Traffic Type
 6. Geo
7. Click Save
8. Once created, scroll to the end and select the Copy icon and paste in the browser for tracking testing.

TRAFFIC TYPE GROUP	MARKETING SOURCE	GEO	CREATION DATE	
SEO		 NO	05/C	Copy  

 https://allinbet.servclick1move.com/?mid=5077_1364192



The output will resemble something like this:

https://ADSERVER.com/?mid=5081_139901

The 'mid' parameter is split into two parts:

- Affiliate ID
- Media Item ID

This makes it transparent on which campaign and affiliate a tracker is being used.

Alternatively, you may also jump straight to Media - Media Items and create media item from there as well, but you will need to fill in the campaign column when creating the media item.

Video

Your browser does not support HTML5 video.

Extracting a Image Link

Varying slightly from extracting a tracking link, if you have uploaded banners and wish to extract the image link, you will need to follow the below steps;

1. Create/Edit Media Item
2. Click View code below the banner you have selected.

Banner



17_500×442_89.png

104 kB

[View code](#)

3. Extract the associated codes from there, depending on your needs.

Code of 17_500×442_89.png



Direct Code

```
<a href='https://allinbet.servclick1move.com/?mid=5897_559949'><img  
src='http://admin.referon.com/ams-media/image/a3f6219e-a22a-4878-a0f4-  
79603377043e_New_RO_Icon.png' alt=''></a>
```

[Copy direct code](#)

Tracking Code

```
<a href='https://allinbet.servclick1move.com/?mid=5897_559949'><img  
src='https://allinbet.servclick1move.com/banner/view?mid=5897_559949'  
alt=''></a>
```

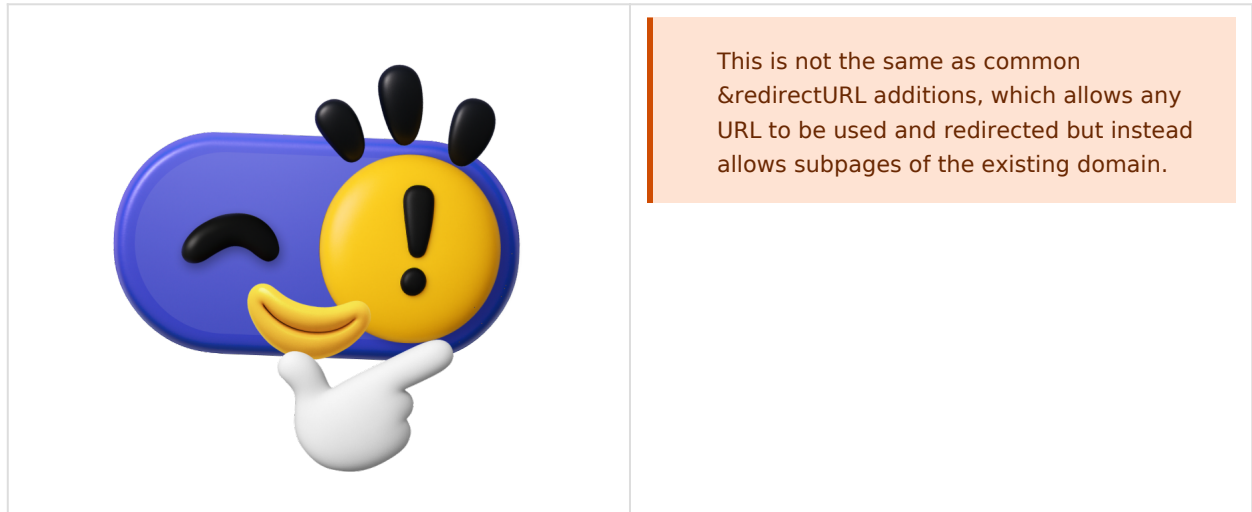
[Copy tracking code](#)

4. Should you wish to use the campaign and tracker as a text link, you can continue to use the Copy Icon as per flow above.



Relative Path Functionality

This allows users to add relative URLs to an existing tracker. This is useful for adjusting the channel of the link, such specific sport pages without needing to create a new tracker.



Example:

https://EXAMPLE.servclick1move.com/?mid=12345_1395807&relativepath=ar/game/plinko-v2

In the above example, the original campaign of Homepage AR will instead go to Plinko game on the brand.

Marketing Sources

In addition to creating marketing sources on the fly via Media item creation. You may also manage your marketing sources in this section. You can easily edit, create and delete any marketing source tag for your trackers.

Marketing sources

Create and manage marketing sources.

Filter0/3

Create marketing source

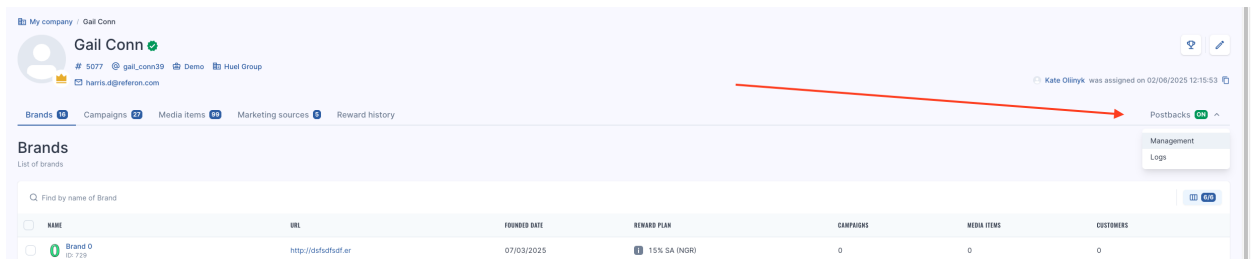
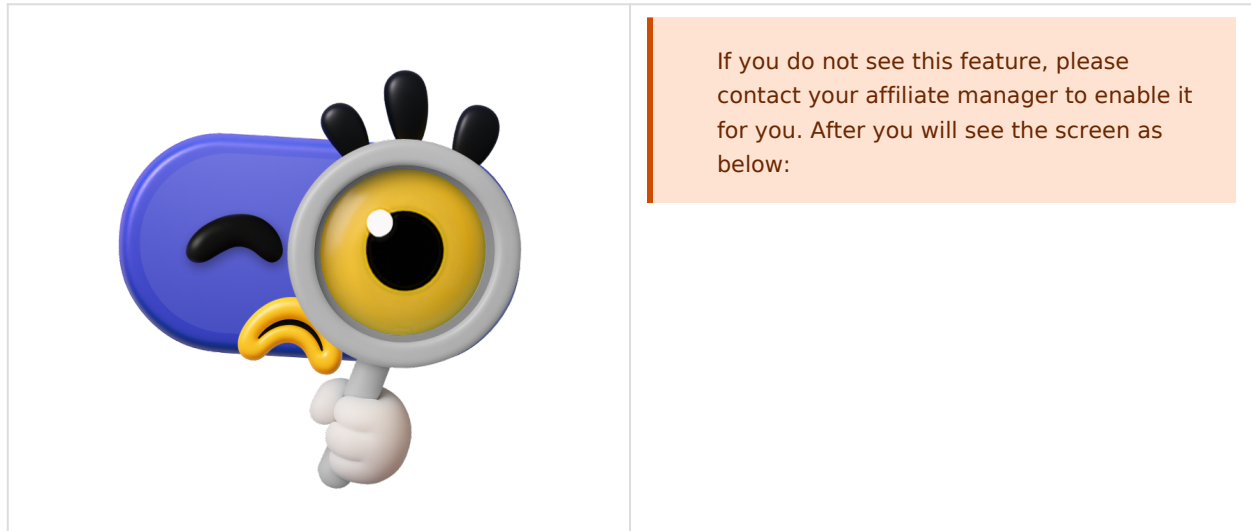
Find by name of Marketing sources

	ID	NAME	DESCRIPTION	COMPANY	AFFILIATE	CREATION DATE
☐	256997	osa		HG Huel Group ID: 3121	G gail_conn39 ID: 5077	14/12/2023
☐	252117	adfs		HG Huel Group ID: 3121	G gail_conn39 ID: 5077	05/12/2023
☐	230437	test1		HG Huel Group ID: 3121	G gail_conn39 ID: 5077	18/10/2023
☐	139861	sdafsg		HG Huel Group ID: 3121	V Vladb ID: 5981	21/09/2023
☐	139601	seo_campaign_new01		HG Huel Group ID: 3121	G gail_conn39 ID: 5077	20/09/2023



Postbacks (S2S Pixels)

Postbacks

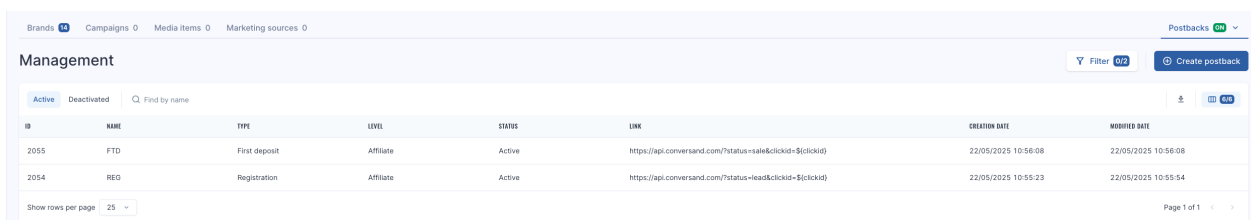


There are 2 main tabs:

1. Management
2. Logs

Management

Here is where you can add your Postbacks.



To add your postback, follow the below steps:

- Click Create Postback
- Add Postback Name
- Select the type
 - Registration
 - First Deposit
 - Qualified CPA

Note: Qualified CPA is based on data frequency as it needs to check the reward plan structure and threshold before sending.

- Select the level
 - Affiliate
 - Brand
 - Media Campaigns
 - Media Items

This function allows you set different URLs for different levels in your account. Perhaps you have an identifier, such as Event or Campaign ID for a particular tracker.

- Insert the URL
- Click Parse

When parsing the URL, you have the option of selecting automatic parameters, such as:

EventTime
EventType
CustomerID
Affiliate ID
MID
BrandGUID
Fluid
Currency
Dynamic Variables

Note: Deposit amount and CPA amount need to be requested by your affiliate manager as some platforms have not fully integrated postbacks into Referon and need to be asked.

- Click Save Changes
- Repeat for each Type you need.

Creating postback



Postback name

Type

- ☐ Registration
- ☒ First deposit
- ☐ Qualified CPA

Level

- ☒ Affiliate
- ☐ Brands
- ☐ Media campaigns
- ☐ Media items

Incoming link

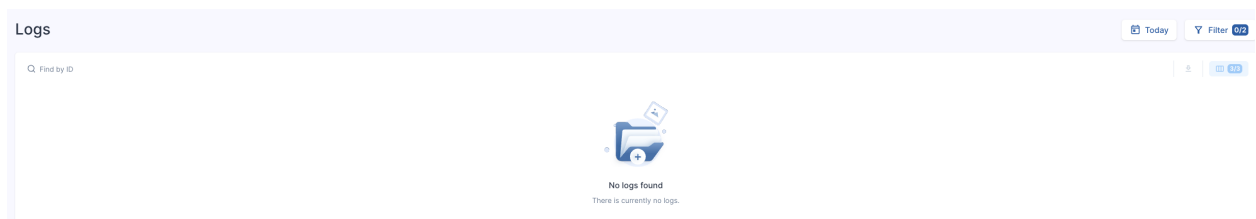
 Parse

Link example



Logs

When an event occurs, these will then show in the Logs as they happen.



- Event time
- Event type
- customerID
- Affiliate ID
- MID
- brand guid
- fluid
- currency
- dynamic variables

Link example

https://api.conversand.com/\$%7Bclick_id%7D/postback.php?id_sieci={621e1f92cd27e37229052f12&haslo=gwiazdy&klik_id={currency}}

 Copy

Macros should be enclosed in curly braces and will be automatically recognized and displayed for you. In your link, you can use macros in the format `{variable_name}` where `variable_name` is the name of the variable to be used, and the system will recognize the macros.

eventTime

eventType

customerId

affiliateId

mid

brandGuid

fluid

currency

AFFILIATE PARAMETER

click_id

=

dynamic_variable

^

currency

=

currency

- Event time
- Event Type
- Customer ID
- Affiliate ID
- MID
- Brand Guid
- Fluid
- Currency
- Dynamic Variable

Note: Deposit amount and CPA amount can be requested by your affiliate manager. Some platforms have not connected postbacks fully, so we do not show it to affiliates at this stage to avoid any issues

Bulk Actions

There are a number of bulk actions that can be done on the Media Item page:

- Change Geo
- Change Traffic Type
- Change Marketing Source



Change Marketing Source is only allowed for items within the same affiliate account. Greyed out option can only appear when using the Company Level and reviewing items across multiple accounts.

Active items							
Deactivated							
Find by name of Item							
2 selected X							
Change Geo Change traffic type Change marketing source							
739721	Itdemopush	Link	AI All In Bets ID: 17	200€ CPA (20/20)	Test Campaign - Homepage - IT ID: 1293	G	
738029	IEHOME_PPC	Link	AI All In Bets ID: 17	300€ CPA	Test Campaign - Homepage - IE ID: 19405	G	