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## OfferMobi Tracking Document Version 1.0



### [Jumptap.com](http://Jumptap.com) parameters you can pass.....

JT\_CAMPAIGN: the name of the campaign responsible for the user's click  
JT\_ADBUNDLE: the name of the ad bundle responsible for the user's click  
JT\_KEYWORD: the category or keyword matched from the advertiser's campaign  
JT\_REQID: the unique ID for the ad request  
JT\_HANDSET : the handset/device associated with the ad request  
JT\_PUBLISHER: the publisher ID associated with the ad request  
JT\_SITE: the site ID (for a given publisher) associated with the ad request  
JT\_QUERY: the search query passed by the publisher; if applicable  
JT\_OPERATOR: the carrier associated with the ad request  
JT\_TIMESTAMP: the time associated with the ad request

### Here are the parameters we suggest that you use / pass on Jumptap

JT\_SITE  
JT\_OPERATOR  
JT\_HANDSET  
JT\_KEYWORD  
JT\_PUBLISHER

Below is the example link from OfferMobi. Remember to login to your OfferMobi publisher account to pull your specific link. The below is just an example this is NOT your affiliate link. You must use the exact Offer ID and Affiliate ID from your account

[http://tm.trackmobi.com/aff\\_c?offer\\_id=OFFER&aff\\_id=AFFID](http://tm.trackmobi.com/aff_c?offer_id=OFFER&aff_id=AFFID)

Next, you will add the **Jumptap** tracking parameters to the above link. Note: OfferMobi allows you to add a maximum of 5 subids and each subid is limited to 250 characters each. OfferMobi additionally allows you to use the source parameter which is limited to 50 characters. You should put the ad network / traffic source in the source parameter.



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Below is the example format that we use and suggest for **Jumptap** as a traffic source.

**[http://tm.trackmobi.com/aff\\_c?offer\\_id=OFFER&aff\\_id=AFFILIATE&aff\\_sub=JT\\_SITE&aff\\_sub2=JT\\_OPERATOR&aff\\_sub3=JT\\_HANDSET&aff\\_sub4=JT\\_KEYWORD&aff\\_sub5=JT\\_PUBLISHER&source=Jumptap](http://tm.trackmobi.com/aff_c?offer_id=OFFER&aff_id=AFFILIATE&aff_sub=JT_SITE&aff_sub2=JT_OPERATOR&aff_sub3=JT_HANDSET&aff_sub4=JT_KEYWORD&aff_sub5=JT_PUBLISHER&source=Jumptap)**

In your OfferMobi publisher account you will be able to see for each conversion all of the above parameters. **This will assist you in optimizing your campaigns.**



**[Admob.com](http://Admob.com) parameters you can pass.....**

- 1: %PA% (this passes the publisher ID meaning the site that your ad appears on)
- 2: %phn% (this Passes the Device)
- 3: %REQUEST\_UUID% (one-time string to let third-party click trackers identify and count unique clicks)
- 4: %time% (for unix timestamp of the impression)

**Here are the parameters we suggest that you use / pass on Admob**

%PA%  
%phn%

Below is the example link from OfferMobi. Remember to login to your OfferMobi publisher account to pull your specific link. The below is just an example this is NOT your affiliate link. You must use the exact Offer ID and Affiliate ID from your account

**[http://tm.trackmobi.com/aff\\_c?offer\\_id=OFFER&aff\\_id=AFFID](http://tm.trackmobi.com/aff_c?offer_id=OFFER&aff_id=AFFID)**

Next, you will add the **Admob** tracking parameters to the above link. Note: OfferMobi allows you to add a maximum of 5 subids and each subid is limited to 250 characters each. OfferMobi additionally allows you to use the source parameter which is limited to 50 characters. You should put the ad network / traffic source in the source parameter.



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Below is the example format that we use and suggest for **Admob** as a traffic source.

**[http://tm.trackmobi.com/aff\\_c?offer\\_id=OFFER&aff\\_id=AFFILIATE&aff\\_sub=%PA%  
&aff\\_sub2=%phn%&source=admob](http://tm.trackmobi.com/aff_c?offer_id=OFFER&aff_id=AFFILIATE&aff_sub=%PA%&aff_sub2=%phn%&source=admob)**

In your OfferMobi publisher account you will be able to see for each conversion all of the above parameters. **This will assist you in optimizing your campaigns.**

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**[Adfonic.com](#) parameters you can pass.....**

%campaign% (The unique identifier for your campaign)

%click% (A unique identifier for the click that has occurred)

%creative% (The unique identifier for the creative that was clicked)

%dpid% (The SHA1 hash of the device identifier (iOS UDID or Android Device ID),)

%timestamp% (The number of milliseconds since the epoch (January 1, 1970 UTC), according to the Adfonic server.)

**Here are the parameters we suggest that you use / pass on Adfonic**

%campaign%

%click%

%creative%

Below is the example link from OfferMobi. Remember to login to your OfferMobi publisher account to pull your specific link. The below is just an example this is NOT your affiliate link. You must use the exact Offer ID and Affiliate ID from your account

**[http://tm.trackmobi.com/aff\\_c?offer\\_id=OFFER&aff\\_id=AFFID](http://tm.trackmobi.com/aff_c?offer_id=OFFER&aff_id=AFFID)**

Next, you will add the **Adfonic** tracking parameters to the above link. Note: OfferMobi allows you to add a maximum of 5 subids and each subid is limited to 250 characters each. OfferMobi additionally allows you to use the source parameter which is limited to 50 characters. You should put the ad network / traffic source in the source parameter.



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Below is the example format that we use and suggest for **Adfonic** as a traffic source.

**[http://tm.trackmobi.com/aff\\_c?offer\\_id=98&aff\\_id=11704&aff\\_sub=%campaign%&aff\\_sub2=%click%&aff\\_sub3=%creative% &source=adfonic](http://tm.trackmobi.com/aff_c?offer_id=98&aff_id=11704&aff_sub=%campaign%&aff_sub2=%click%&aff_sub3=%creative% &source=adfonic)**

In your OfferMobi publisher account you will be able to see for each conversion all of the above parameters. **This will assist you in optimizing your campaigns.**

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