

[A.W.Empire](#) gives you the option to create Postback notifications to track unique signups and purchases across all your programs. Currently, only a single Postback can be set up in each account. Registering multiple accounts does not circumvent these limitations. As a Webmaster, you are allowed one active account at any time on [A.W.Empire](#).

1.Setting up a Postback

Log in and Access the Postback Editor

- You will need to first log in into your A.W.Empire account and click on the Postback Editor tab

2. Postback URL

- This section requires you to include your Postback URL which is your URL from the tracking software of your choice. The URL will transmit data back to the server to monitor and record actions such as clicks, sign-ups or sales.

3.Request method: GET or POST

GET: When you send data in the URL using query parameters, for example, x=y, where x is the key and y is the value. This method is simpler but has limitations:

- You can only send a smaller amount of data (due to URL length limits).
- It is not as secure for sending sensitive data (though this is not typically a concern for Postback data).

POST: When data is sent in the HTTP request's body. In the case of Postback, the format is usually JSON. This method has advantages:

- You can send a larger amount of data.
- It is more secure because the data is not visible in the URL.

Recommendation: For Postback purposes, unless there is a specific reason to use POST, we recommend using GET.

4.SubaffiliateID Handler

In this section, you will need to choose between unprocessed or process strings:

Processed: Instead of sending a simple SubaffiliateID value, you can send more complex values. These values need to be split by a delimiter, and the resulting array can be indexed to return a specific item. For example:

- The string one|two|three is split into an array ['one', 'two', 'three'] using | as the delimiter.
- If the index is 2, the function returns "three" because arrays are indexed from zero, so 0, 1, 2.

Unprocessed: The value is sent back exactly as it is received, without any processing or splitting.

5.Success condition

It is important to know that the success condition is the expected response indicating a successful request. The specific Postbacks include:

- **Sign-up Postback:** Tracks user sign-ups.
- **Transaction Postback:** Tracks user sales.

6.Programs

You are required to select the applicable programs e.g PPS/REVS/PPL/PPLR

PPL

To effectively track signups eligible for commission in PPL program, it's recommended to avoid using signup Postback. Instead, opt for transaction Postback.

- **Transaction Postback:** Use this method to track signups eligible for commission. Tick the checkboxes corresponding to the program type (PPL) during setup. This enables the Email verification transaction type, which ensures you receive commission-eligible signups via Postback.
- **PPL and DOI:** PPL program includes a DOI (Double Opt-In). DOI signups are sent as Transaction events, which can trigger commission payouts.

- **Recommendation:** Enable "PPL - Email verification" under Transaction Postback for accurate commission tracking and to ensure you receive eligible signups via Postback.
- **Parameters:** Recommended to select the isEmailVerification parameter to track the number of email verifications accurately for PPL program. This helps in validating signups and ensuring that commissions are attributed correctly based on verified actions.

PPLR

To track whether the commissions on the PPLR program are either coming from the PPL or the REVS conversions, these parameters will indicate the type:

- **isEmailVerification:** would equal 1 if it's PPL (lead) conversion, or 0 if otherwise.
- **isFirstBill:** would equal 1 if it's the first purchase for the same lead, or 0 if not.
- **isRebill:** would equal 1 if it's a subsequent purchase for the same lead, or 0 if not.

7. Transactions

There are three transaction types that you need to be aware of:

- **Chargeback:** These occur when users dispute transactions, often due to stolen credit card information, or fraudulent activity, or refunds requested by Users for full credit packages.
- **First Bill:** Initial payment.
- **Rebill:** Subsequent payments, not the initial payment.

8. Parameters

It is very important to understand that the parameters can either be dynamic or static. Below you can find the definition for each parameter:

Signup Postback Parameters definitions

- **campaignId:** The campaign identifier which is always a 6-digit number
- **campaignName:** The name of the Campaign given by you
- **country:** Country code of the User (Format: 2-letter code)
- **date:** Signup date (Datetime format: YYYY-mm-dd HH:ii)
- **memberNick:** User hash number
- **siteDomain:** Site domain name of the brand site or your WL
- **staticParameter:** A static value which you request to be sent back with each transaction
- **subAffiliateId:** Sub-affiliate identifier, this is a mandatory parameter for Postback. This is where you can post your unique dynamic parameters, such as clickid or subid

Transaction Postback Parameters definitions

- **baseAmount:** The total amount of credit used for commission calculation
- **bonusAmount:** The bonus commission after the credit purchase
- **campaignId:** The campaign identifier which is always a 6 digit number
- **campaignName:** The name of the Campaign given by the you
- **commission:** The commission that you will receive after the conversion
- **country:** Country code of User (Format: 2-letter code)
- **creditAmount:** The amount of credits a User bought excluding the bonus amount
- **date:** Transaction date (Datetime format: YYYY-mm-dd HH:ii)
- **eventHash:** Internal identifier. Different for purchase or potential chargeback or refund transactions that belong to the purchase
- **isEmailVerification:** The number of e-mail verifications for PPL programs

- **isFirstBill:** User's first-time purchase on site or not. Possible values: 0 or 1
- **isRebill:** User's reoccurring purchase on site or not
- **memberId:** User hash number
- **programCode:** The code of the program you use: REVS/PPL/PPS etc
- **siteCode:** The code of your brand site or WL (shortened version of domain name)
- **siteDomain:** Site domain name of the brand site or your WL
- **staticParameter:** A static value which you request to be sent back with each transaction
- **subAffiliateId:** Sub-affiliate identifier, this is a mandatory parameter for Postback. This is where you can post your unique dynamic parameters, such as clickid or subid
- **transactionHash:** Internal identifier. Same for purchase or potential chargeback or refund transactions that belong to the purchase