

Advertiser Requirements



Creating the Initial Offer

Aside from the traditional offer implementation, Advertisers must configure the following settings:

General Tab

- **Preview URL:** Preview URL is required and should be the same URL as the Default Landing Page, this gives a snapshot of the tracking link's final destination.
- **Append `?_ef_transaction_id={transaction_id}` to the Default Landing Page.** This is required in order to capture and 'pass' the transaction ID along with the redirect link

Tracking & Control Tab

For Click Tracking, please choose "Redirect Linking"

Click Tracking

Select the Linking Type for the URL you will share with Partners to drive traffic to your Default Landing Page.

[Learn more](#)

Linking Type *

Redirect Linking

Redirect + Direct Linking

Enable the "Support Deep Links" Toggle ([learn more from our Helpdesk](#))

Optional Tracking Settings



Support Deep Links - Allow Partners to direct traffic to alternate landing pages without additional Offer URLs. [Learn More](#)



Advertiser Requirements

Tracking Implementation

Step #1: Expose Sale Amount and ADV Parameters to Partners

Navigate to: Control Center > Platform Configurations > Global Settings

Global Settings

Edit

| | |
|--|---|
| Set Partners / Advertisers managers as the 'Reply-To' address for outgoing emails. ? | Enable Global CPC/CPM Dynamic Payouts in Tracking Links ? |
| YES | YES |
| Enable tracking links to pass Pre-Pop data ? | Enable Partner Notifications for Offer Caps ? |
| YES | NO |
| Enable Partners to select timezones in their UI | Approaching Default/Custom Offer Cap Threshold Percentage ? |
| NO | 50% |
| Enable Offer Caps in Partner UI ? | Enable Partners to update billing details inside their Partner UI |
| NO | YES |
| Global Fail Traffic | Enable public visibility of Adv parameters for Partners ? |
| Offer : 1o.io Test (1222) | YES |
| Enable Fail Traffic and Forwarding Rules when offer is paused ? | Carry Over Partner Visibility Selection From Previous Setting ? |
| YES | YES |
| CPC Calculation Based On ? | Allow Partners to manage Postbacks ? |
| Gross Clicks | YES |
| Hide Partner Impression Links ? | Enable Partner Email Verification ? |
| NO | YES |
| Hide Partner Tracking Links ? | Enable Advertiser Email Verification ? |
| NO | NO |
| Hide Partner Smart Links ? | On Hold Partner Visibility ? |
| NO | Visible |
| Expose Sale Amount to Partner ? | |
| YES | |

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Tracking Implementation

Step #2: Pass Entire Order Object to the Partners in the adv3 Parameter in a String Format

Navigate to: Control Center > Platform Configurations > Global Settings

Shopify Example

```
adv3: JSON.stringify(order),
```

General Conversion Script Example

```
adv3: JSON.stringify(ORDER_OBJECT), //replace ORDER_OBJECT  
placeholder with the order object
```

Sovrn Order Object Example

```
{  
  "items": [  
    { "ps": "hat-001", "n": "Classic Hat", "p": "3.00", "qty":  
1, "cm": 0.10 },  
    { "ps": "shirt-002", "n": "Logo Shirt", "p": "1.00", "qty":  
2, "cm": 0.40 }  
  ]  
}
```

ps: SKU or product ID | **n:** Product name | **p:** Unit price as string
qty: Quantity (integer) | **cm:** Commission basis per item (decimal)

To implement your tracking, please reach out to Whitney to schedule implementation with a Technical Support Manager.

Advertiser Requirements



Configure Billing Integrations

Everflow Pay and Managed Payments platform fees are included in the Advertiser account pricing.

Everflow Pay

- Introduce the Advertiser to Jon Briere for an Everflow Pay demo
- Walk through the integration application with Whitney

Implement Managed Payments

- Introduce the Advertiser to Elaura Johnson for an introduction to Managed Payments, and as their point of contact for billing matters moving forward.

Advertiser Resources

Everflow Certification Program: Free to all Everflow clients. We've broken down the Everflow platform into seven easy-to-follow modules. Each section has short videos and guides to help you learn, with a quick quiz at the end to check your knowledge.

New to Everflow Helpdesk Article Collection: Begin your Everflow journey with core platform concepts and step-by-step guides.

Complete Guide to Creating Your First Offer: A step-by-step guide to creating a fundamental offer in Everflow.

Guide to Implement Tracking: A step-by-step walkthrough for implementing offer tracking, covering landing page configuration, tracking domains, click tracking types, tracking methods, and implementation instructions.

Everflow Essentials for Advertisers: Learn how to use Advertising tools, view campaign reports, and manage Offers with step-by-step guides and best practices.