PARCEIROOS

# Technical integration documentation

The reference for advertisers, affiliates, networks and developers integrating with Parceiroos.

| HOST | GENERATED ON | LANGUAGE |
| --- | --- | --- |
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# Contents


01 **Overview**
The path of a sale, from click to commission, and the endpoints along the way.

02 **Advertisers: reporting conversions**
Three ways to confirm a sale: server-to-server postback, image pixel and JavaScript container.

03 **Affiliates: links and outbound postback**
The tracking link, sub-IDs and the conversion delivered to the affiliate's own system.

04 **External networks and integrators**
The general model for any system that asks for the platform macros.

05 **Affiliate networks**
A guide per network, in both directions: the network as an affiliate of your program and the network as the advertiser behind your offers.

06 **AI assistants and the MCP server**
Claude Code, Cursor or any MCP client generates and applies the integration from the real offers.

07 **Troubleshooting and FAQ**
Where to look when a conversion does not show up or a postback does not arrive.

01

# Overview

EVERYONE

The path of a sale, from click to commission, and the endpoints along the way.

Parceiroos follows a sale from the first click to the commission paid. The affiliate publishes a tracking link; the platform records the click and sends the visitor to the advertiser; the advertiser confirms the sale back; the conversion moves through its statuses and becomes a commission. Everything that follows describes the parts of that circuit.

**01** **Click**
Traffic enters through `https://SEU-DOMINIO/click?offer=…&aff=…`. The platform records the click, mints a `click_id` and redirects to the advertiser's page carrying that identifier.

**02** **Conversion**
Once the sale is confirmed, the advertiser reports it by server-to-server postback, pixel or JavaScript container. The `click_id` and a unique transaction id travel with every call.

**03** **Status**
A conversion is born `PENDING`, may pass through `VALIDATING` and ends as `APPROVED`, `DECLINED` or `PAID`. Each change can fire the affiliate's outbound postback.

**04** **Payout**
Approved conversions enter finance and are paid to the affiliate under the program's policy.

## Platform endpoints

| PURPOSE | ENDPOINT | USED BY |
|---|---|---|
| Tracking link (traffic in) | `GET` `https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO` | Affiliate / network |
| Inbound postback (conversion) | `GET` or `POST` `https://SEU-DOMINIO/postback` | Advertiser |
| Click capture script | `https://SEU-DOMINIO/js/platform/handle.js` | Advertiser (pixel / JS) |
| JavaScript pixel | `https://SEU-DOMINIO/js/platform/pixel.js` | Advertiser (JS) |
| MCP server (AI assistants) | `POST` `https://SEU-DOMINIO/api/mcp` | Advertiser / dev |
| Macro catalogue as JSON | `GET` `https://SEU-DOMINIO/api/postback-macros` | Network / integrator |

**Credentials**

Each advertiser has its own postback token, shown on the offer page under **Integration**. API and MCP keys are created under **Settings → API & MCP**. This public document contains no credentials.

02

# Advertisers: reporting conversions

ADVERTISER

Three ways to confirm a sale: server-to-server postback, image pixel and JavaScript container.

A sale exists for Parceiroos only once the advertiser confirms it. There are three methods. The **server-to-server postback** is the most accurate and the first to consider; pixel and JavaScript container depend on the buyer's browser and serve those without backend access.

- **Ready-made snippet on the offer**

  Each offer page, under **Integration**, delivers the snippet with token and id already filled in, plus a ready prompt for any AI assistant. The examples below use placeholders such as `SEU_TOKEN`.

## First things first: the click_id

When redirecting the visitor, the platform appends the click identifier to the destination URL. That value has to survive until the sale is confirmed: cookie, session or a hidden field on the order. Without a `click_id` there is no attribution, and the conversion is rejected.

- The postback accepts the click in `click_id`, and also in `clickId`, `clickid`, `cid`, `p1` and `sub1`.
- In pixel and container integrations, `handle.js` captures and stores the `click_id` on its own.
- A made-up `click_id` does not get through: the conversion is rejected.

## Server-to-server postback

The advertiser's backend calls the platform the moment the sale is confirmed, for instance when the payment is approved.

Postback URL (GET or POST) — URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id={CLICK_ID}&txn_id={TXN_ID}
&saleAmount=VALOR_DA_VENDA&currency=BRL
```

Inbound postback parameters

| PARAMETER | REQUIRED | DESCRIPTION |
|---|---|---|
| `token` | yes | The advertiser's postback token. Also in `postbackToken`, `pb_token` or the `X-Postback-Token` header. |
| `click_id` | yes | Click identifier captured on the landing page. |

| | | |
|---|---|---|
| `txn_id` | yes | Unique transaction id in the advertiser's system. It is the idempotency key: the same `txn_id` never produces two conversions. Also in `transaction_id`, `transactionId` or `txid`. |
| `saleAmount` | depends | Total sale amount in decimals (`199.90`), for offers paying a percentage. Also in `sale_amount`, `orderAmount`, `total`. |
| `commission` or `rate` | depends | For fixed-commission offers: the commission (`commission`, `value`, `payout`) or the rate (`rate`, `fixed`) instead of `saleAmount`. The offer page says which. |
| `currency` | no | ISO currency code; `BRL` by default. Also in `cur`. |
| `status` | no | Status at the source (`approved`, `declined`...). Stored for reconciliation; the conversion lands as `PENDING` and is validated by the operation. |
| `order_id`, `external_id` | no | Additional order identifier, stored for reconciliation. |

- `POST` accepts JSON or `application/x-www-form-urlencoded`; fields may go in the body or the query string.
- The response is `200` with a confirmation JSON. A repeated transaction returns `DUPLICATE_TRANSACTION` and creates no record.
- One call per sale, always from the server. Resending the same `txn_id` is safe.

## Image pixel

No backend. The capture script goes on every page, or at least on the landing page; the image tag, only on the thank-you page. The image fires the conversion as it loads.

Image pixel — HTML

```html
<!-- On every page (or at least on the landing page) -->
<script src="https://SEU-DOMINIO/js/platform/handle.js"></script>

<!-- Thank-you / confirmation page only -->
<img style="display:none;"
src="https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id={CLICK_ID}&txn_id=-
{TXN_ID}&currency=BRL&offer_id=ID_DA_OFERTA&saleAmount=VALOR_DA_VENDA">
```

## JavaScript container

On the thank-you page, the `window.PLATFORM_PIXEL` object receives the real order data and `pixel.js` does the rest: reads the object, recovers the `click_id` stored by `handle.js` and sends the conversion.

JavaScript container — HTML

```html
<!-- On every page (or at least on the landing page) -->
<script src="https://SEU-DOMINIO/js/platform/handle.js"></script>

<!-- Thank-you / confirmation page only -->
<script>
window.PLATFORM_PIXEL = {
token: "SEU_TOKEN",
clickId: "{CLICK_ID}",
txnId: "{TXN_ID}",
value: "VALOR_DA_VENDA",
valueParam: "saleAmount",
currency: "BRL",
offerId: "ID_DA_OFERTA",
network: "https://SEU-DOMINIO"
};
</script>
<script src="https://SEU-DOMINIO/js/platform/pixel.js"></script>
```

## Conversion lifecycle

| STATUS | MEANING |
|---|---|
| `PENDING` | Received; awaiting validation. |
| `VALIDATING` | Under review by the operation: anti-fraud, order check. |
| `APPROVED` | Confirmed. The commission now counts for the affiliate. |
| `DECLINED` | Declined: cancellation, chargeback or fraud. |
| `PAID` | Commission paid to the affiliate. |

**The postback creates; it does not update**

A second call with the same `txn_id` is rejected as a duplicate. Approvals, declines and payouts are decisions the operation makes in the dashboard, one by one or in bulk by CSV under **Admin → Conversion upload**. Each change can fire the affiliate's outbound postback.

03

# Affiliates: links and outbound postback

AFFILIATE

The tracking link, sub-IDs and the conversion delivered to the affiliate's own system.

## Tracking link

Every promotional link goes through `https://SEU-DOMINIO/click`. The dashboard hands out the ready link on each offer page; the structure is simple enough to assemble by hand.

Tracking link with sub-IDs — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO_DA_OFERTA&aff=SEU_CODIGO&sub1=campanha-a
&sub2=criativo-3
```

| PARAMETER | DESCRIPTION |
|---|---|
| `offer` | Public offer id, shown on the offer page. |
| `aff` | Affiliate code. Also in `affiliateCode`. |
| `sub1` … `sub5` | Free sub-IDs for campaigns, creatives and sources. Stored on the click, returned on the outbound postback. |
| Platform tokens | Known ad-platform parameters are stored and returned unchanged: `gclid` · `wbraid` · `gbraid` · `fbclid` · `ttclid` · `msclkid` · `twclid` · `irclickid` · `epik` · `utm_source` · `utm_medium` · `utm_campaign` · `utm_content` · `utm_term`. |

**Note**

Any other parameter is ignored. The link cannot grow what the platform stores per click.

## Outbound postback

The affiliate's system URL is registered under **Integrations → Postback**. When a conversion enters a status subscribed under **When to fire your postback**, Parceiroos renders the URL with the macros and calls it over HTTP `GET` or `POST`. The default fires on `APPROVED` only.

Outbound postback URL URL

```
https://meu-tracker.com/postback?cid={click_id}&payout={payout}&status={status}
&sub1={sub1}
```

- Macros accept both delimiters, `{macro}` and `[macro]`; the URL can be pasted the way the network documents it.
- An unknown macro goes out **literally**, unsubstituted: a typo shows up in the log instead of becoming an empty parameter.
- Every value is URL-encoded. A missing optional value becomes an empty string, never `0.00`.

## Available macros

Conversion macros

| MACRO | WHAT IT SENDS | EXAMPLE | ALSO ACCEPTS |
|---|---|---|---|
| `{click_id}` | Click identifier minted by the platform on the redirect. | `clk_9f2a4c1b7e8d3a` | `{clickid}` `{clkid}` `{click}` |
| `{conversion_id}` | Unique conversion id on the platform. Matches the action_id/apid of networks that use those names. | `cnv_7d21b93a4f6c` | `{conversionid}` `{action_id}` `{actionid}` `{apid}` |
| `{txn_id}` | Order id sent by the advertiser on the inbound postback. | `TX-88213` | `{transaction_id}` `{transactionid}` `{external_id}` `{externalid}` `{order_id}` `{orderid}` `{txid}` `{tid}` |
| `{status}` | Conversion status: PENDING, VALIDATING, APPROVED, DECLINED or PAID. | `APPROVED` | — |
| `{payout}` | Affiliate commission, in decimal units. Matches the networks' price/commission. | `35.00` | `{commission}` `{price}` |
| `{payout_cents}` | The same commission in cents, for systems that reject decimals. | `3500` | `{payoutcents}` `{commission_cents}` |

| | | | |
|---|---|---|---|
| {sale_amount} | Order total for the end customer, when the advertiser reports it. Matches the networks' totalPrice/total. Empty if not reported. | 199.90 | {saleamount} {total_price} {totalprice} {revenue} {total} {order_value} |
| {sale_amount_cents} | The same sale amount in cents. Empty if not reported. | 19990 | {saleamountcents} |
| {currency} | ISO code of the conversion currency. | BRL | — |
| {offer_id} | Internal campaign identifier. | cmp_4a8e1d02 | {campaign_id} {campaignid} |
| {offer_public_id} | Public campaign identifier, the same one used on the tracking link. | OF-2Z9K | {offerpublicid} {campaign_public_id} {offer} |
| {offer_name} | Campaign name, already URL-encoded. | Conta Digital | {campaign_name} {campaignname} |
| {affiliate_id} | Identifier of the affiliate who owns the conversion. | usr_31c7be40 | {affiliateid} {publisher_id} |
| {timestamp} | Moment of the call in seconds since the Unix epoch. | 1772712000 | {unix} {ts} |
| {datetime} | Moment of the call in ISO 8601 (UTC). | 2026-03-05-T12:00:00.000Z | {date_time} {iso_date} |

Pass-through macros: only exist when present on the tracking link

| MACRO | ORIGIN ON THE LINK |
|---|---|
| {sub1} | ?sub1= |
| {sub2} | ?sub2= |
| {sub3} | ?sub3= |
| {sub4} | ?sub4= |
| {sub5} | ?sub5= |
| {gclid} | ?gclid= |

| | |
|---|---|
| {wbraid} | ?wbraid= |
| {gbraid} | ?gbraid= |
| {fbclid} | ?fbclid= |
| {ttclid} | ?ttclid= |
| {msclkid} | ?msclkid= |
| {twclid} | ?twclid= |
| {irclickid} | ?irclickid= |
| {epik} | ?epik= |
| {utm_source} | ?utm_source= |
| {utm_medium} | ?utm_medium= |
| {utm_campaign} | ?utm_campaign= |
| {utm_content} | ?utm_content= |
| {utm_term} | ?utm_term= |

04

# External networks and integrators

EXTERNAL NETWORK

The general model for any system that asks for the platform macros.

A tracker, a network or a partner's backend needs two things: its click token on the tracking link and that same token back on the outbound postback. The macro catalogue is also published as JSON at `https://SEU-DOMINIO/api/postback-macros`, ready to forward.

## Worked example: external network

The example uses a fictional network that documents its postback with the fields `[click_token]`, `[action_id]`, `[price]` and `[total]`. Names change from network to network; the mechanism does not.

Network field → macro

| NETWORK FIELD | PARCEIROOS MACRO | NOTE |
|---|---|---|
| Account id | — | Fixed value provided by the network. Goes literally in the URL. |
| `[click_token]` | `{sub1}` | The network's click token. Goes in on the link, comes back unchanged. |
| `[action_id]` | `{conversion_id}` | Conversion id on the platform. |
| `[price]` | `{payout}` | Conversion commission. |
| `[total]` | `{sale_amount}` | Order amount. Empty when the advertiser does not report it. |

**01** **Tracking link**

The network puts its token in `sub1`; the value is stored with the click.

**02** **Postback URL**

Under **Integrations → Postback**, the network's URL goes in with its fields swapped for the macros. Under **When to fire your postback**, the statuses that should notify it.

**03** **What the network receives**

The final, rendered URL is kept in the outbound postback log.

1. Tracking link — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO&sub1=[click_token]
```

2. Registered postback URL — URL

```
https://rede-exemplo.com/postback/ID_DA_CONTA?token={sub1}&action_id={conversion_id}
&price={payout}&total={sale_amount}
```

3. What the network receives — URL

```
https://rede-exemplo.com/postback/ID_DA_CONTA
?token=cca6a691-8ded-6ddf-e979-01503768f7eb.76066&action_id=cnv_7d21b93a4f6c
&price=1.00&total=10.00
```

**Tip**

Ad platforms that use their own link parameter (`gclid`, `fbclid`...) are stored and returned under the same name: `{gclid}`, `{fbclid}`. The full list is in the affiliates section.

## How sale_amount gets its value

`{payout}` is the commission and always exists. `{sale_amount}` is the order amount and only exists when the advertiser sends it on the inbound postback as `sale_amount`, `saleAmount-`, `total_price`, `totalPrice`, `order_value` or `total`. Another name can be mapped under **Integrations → Advertiser postback**. If the network demands a number, `{payout}` works in both fields.

05

# Affiliate networks

EXTERNAL NETWORK

A guide per network, in both directions: the network as an affiliate of your program and the network as the advertiser behind your offers.

An affiliate network can occupy two places in your program. As an **affiliate**, it sends traffic and receives the conversion through the outbound postback. As an **advertiser**, you run its offers: the offer destination is the network's affiliate link, with your `{click_id}` in its sub-ID, and its postback delivers the sale to your inbound postback. Each guide below covers the directions the network offers.

**What to have at hand**

The ids the network provides (program, campaign, action), its postback URL and, in the advertiser direction, the affiliate link and the sub-ID parameter name. On the platform: the affiliate code in `aff` or the offer's advertiser token.

## Actionpay

TESTED ON THE PLATFORM

CPA network with a strong footprint in Latin America and Eastern Europe.

### The network sends traffic

It is an affiliate of your program

The network is registered as an affiliate of your program. Its click token rides on your tracking link and comes back on the outbound postback URL.

Actionpay sends traffic with `[click].[source]` on the link and receives the conversion on its endpoint.

1. Tracking link carrying the network's token — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO_DA_REDE
&actionpay=[click].[source]
```

2. Outbound postback URL to register — URL

```
https://apypp.com/ok/AIM_ID.png?actionpay={actionpay}&apid={conversion_id}
&price={payout}&totalPrice={sale_amount}
```

| NETWORK FIELD | MACRO | NOTE |
|---|---|---|
| `AIM_ID` | — | Numeric program id, provided by Actionpay. Fixed in the URL. |

| | | |
|---|---|---|
| `[click].[source]` | `{actionpay}` | Click token. Goes in on the link, comes back unchanged. |
| `apid` | `{conversion_id}` | Conversion id on the platform. |
| `price` | `{payout}` | Conversion commission. |
| `totalPrice` | `{sale_amount}` | Order amount. Empty when the advertiser does not report it. |

- The network joins as an affiliate of the program; its code goes in `aff`.
- The postback URL is registered under the affiliate's **Integrations → Postback**, with the statuses that should notify the network.
- The token can also ride on `sub1` and return as `{sub1}`; the result is the same.

### The network is the advertiser You run its offers

The network's offer becomes one of your offers. The destination points at the network's affiliate link with your `{click_id}` in its sub-ID, and the network's postback delivers the sale to your inbound postback.

Actionpay's affiliate link becomes the offer destination; the sub-ID carries the `click_id` and the network's postback brings it back.

1. Offer destination (the network's affiliate link) URL

```
https://LINK-DE-AFILIADO-DA-ACTIONPAY?subid={click_id}
```

2. Postback URL the network calls URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id=[SUBID]&txn_id=[ORDER_ID]
&saleAmount=[AMOUNT]&currency=BRL
```

| NETWORK FIELD | PARAMETER | NOTE |
|---|---|---|
| `[SUBID]` | `click_id` | The network's sub-ID macro. Its value is the `{click_id}` that went into `subid` on the offer destination. |
| `[ORDER_ID]` | `txn_id` | The network's order macro. Guarantees the same sale is never counted twice. |
| `[AMOUNT]` | `saleAmount` | The amount macro. For fixed-commission offers send `commission` instead. |

| | | |
|---|---|---|
| `SEU_TOKEN` | `token` | Postback token of the offer's advertiser, shown on the offer page. |

- Create the offer with the network's affiliate link as destination and `subid={click_id}` at the end. The platform swaps the macro for the real id on every click.
- Register the inbound postback URL in the network's publisher panel, replacing `[SUBID]`, `[ORDER_ID]` and `[AMOUNT]` with the macro names it documents.
- The conversion lands as `PENDING` and follows the normal lifecycle; the network's approvals and declines are mirrored by the operation in the dashboard.

# Admitad

TEMPLATE FROM PUBLIC DOCS

International network, widespread across e-commerce and marketplaces.

## The network sends traffic

It is an affiliate of your program

The network is registered as an affiliate of your program. Its click token rides on your tracking link and comes back on the outbound postback URL.

Admitad identifies the click by `admitad_uid` and validates the conversion with the program's `postback_key`.

1. Tracking link carrying the network's token — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO_DA_REDE
&admitad_uid={admitad_uid}
```

2. Outbound postback URL to register — URL

```
https://ad.admitad.com/r?campaign_code=CAMPAIGN_CODE&postback=1
&postback_key=POSTBACK_KEY&action_code=ACTION_CODE&tariff_code=TARIFF_CODE
&uid={admitad_uid}&order_id={txn_id}&currency_code={currency}&price={sale_amount}
&payment_type=sale
```

| NETWORK FIELD | MACRO | NOTE |
|---|---|---|
| `campaign_code`, `postback_key` | — | Provided by Admitad in the program setup. Fixed in the URL. |
| `action_code`, `tariff_code` | — | Codes of the action and tariff registered at Admitad. Fixed in the URL. |
| `uid` | `{admitad_uid}` | The click's `admitad_uid`, recognised by name on the link. |
| `order_id` | `{txn_id}` | Order id reported by the advertiser. |
| `price` | `{sale_amount}` | Order amount. If only a commission exists, use `{payout}`. |
| `currency_code` | `{currency}` | ISO currency code. |

- Without the `postback_key` Admitad drops the call.
-

By default the call fires on `APPROVED`. To notify pending sales, tick `PENDING` as well and send `{status}` in an extra parameter.

### The network is the advertiser You run its offers

The network's offer becomes one of your offers. The destination points at the network's affiliate link with your `{click_id}` in its sub-ID, and the network's postback delivers the sale to your inbound postback.

Admitad's affiliate link accepts `subid`; the network's publisher postback returns that value.

1. Offer destination (the network's affiliate link) URL

```
https://ad.admitad.com/g/CODIGO_DO_PROGRAMA/?subid={click_id}
```

2. Postback URL the network calls URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id=[SUBID]&txn_id=[ORDER_ID]
&saleAmount=[AMOUNT]&currency=BRL
```

| NETWORK FIELD | PARAMETER | NOTE |
|---|---|---|
| `{subid}` | `click_id` | The network's sub-ID macro. Its value is the `{click_id}` that went into `subid` on the offer destination. |
| `[ORDER_ID]` | `txn_id` | The network's order macro. Guarantees the same sale is never counted twice. |
| `[AMOUNT]` | `saleAmount` | The amount macro. For fixed-commission offers send `commission` instead. |
| `SEU_TOKEN` | `token` | Postback token of the offer's advertiser, shown on the offer page. |

- Create the offer with the network's affiliate link as destination and `subid={click_id}` at the end. The platform swaps the macro for the real id on every click.
- Register the inbound postback URL in the network's publisher panel, replacing `[SUBID]`, `[ORDER_ID]` and `[AMOUNT]` with the macro names it documents.
- The conversion lands as `PENDING` and follows the normal lifecycle; the network's approvals and declines are mirrored by the operation in the dashboard.

**Check your account**

Field names follow the network's public documentation and vary by program. Confirm them with your account manager before going live. The platform macros do not change.

# Awin

TEMPLATE FROM PUBLIC DOCS

Global network, successor of Zanox and Affiliate Window.

## The network sends traffic

It is an affiliate of your program

The network is registered as an affiliate of your program. Its click token rides on your tracking link and comes back on the outbound postback URL.

Awin's click arrives with `awc`; the conversion goes back through the `sread.php` server-to-server endpoint.

1. Tracking link carrying the network's token — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO_DA_REDE&awc={awc}
```

2. Outbound postback URL to register — URL

```
https://www.awin1.com/sread.php?tt=ss&tv=2&merchant=MERCHANT_ID&amount={sale_amount}
&ch=aw&cr={currency}&parts=DEFAULT:{sale_amount}&ref={txn_id}&cks={awc}
```

| NETWORK FIELD | MACRO | NOTE |
|---|---|---|
| `merchant` | — | Advertiser id at Awin. Fixed in the URL. |
| `cks` | `{awc}` | The click's `awc`, returned unchanged. |
| `ref` | `{txn_id}` | Order id. |
| `amount`, `parts` | `{sale_amount}` | Order amount, total and per commission group. |
| `cr` | `{currency}` | Currency. |

- `tt=ss` and `tv=2` flag the call as server-to-server; both are required.
- The commission group in `parts` (`DEFAULT` by default) is defined in the Awin account.

## The network is the advertiser

You run its offers

The network's offer becomes one of your offers. The destination points at the network's affiliate link with your `{click_id}` in its sub-ID, and the network's postback delivers the sale to your inbound postback.

Awin's `cread.php` link accepts `clickref`; it comes back in transaction notifications and reports.

1. Offer destination (the network's affiliate link) URL

```
https://www.awin1.com/cread.php?awinmid=MERCHANT_ID&awinaffid=SEU_ID
&clickref={click_id}&ued=URL_DE_DESTINO
```

2. Postback URL the network calls URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id=[SUBID]&txn_id=[ORDER_ID]
&saleAmount=[AMOUNT]&currency=BRL
```

| NETWORK FIELD | PARAMETER | NOTE |
|---|---|---|
| `!!!clickref!!!` | `click_id` | The network's sub-ID macro. Its value is the `{click_id}` that went into `clickref` on the offer destination. |
| `[ORDER_ID]` | `txn_id` | The network's order macro. Guarantees the same sale is never counted twice. |
| `[AMOUNT]` | `saleAmount` | The amount macro. For fixed-commission offers send `commission` instead. |
| `SEU_TOKEN` | `token` | Postback token of the offer's advertiser, shown on the offer page. |

- Create the offer with the network's affiliate link as destination and `clickref={click_id}` at the end. The platform swaps the macro for the real id on every click.
- Register the inbound postback URL in the network's publisher panel, replacing `[SUBID]`, `[ORDER_ID]` and `[AMOUNT]` with the macro names it documents.
- The conversion lands as `PENDING` and follows the normal lifecycle; the network's approvals and declines are mirrored by the operation in the dashboard.

**Check your account**

Field names follow the network's public documentation and vary by program. Confirm them with your account manager before going live. The platform macros do not change.

# CJ Affiliate

TEMPLATE FROM PUBLIC DOCS

North American network, one of the oldest in the market.

## The network sends traffic

It is an affiliate of your program

The network is registered as an affiliate of your program. Its click token rides on your tracking link and comes back on the outbound postback URL.

CJ's click carries `cjevent`; the conversion is recorded through a server-to-server call to the `emjcd.com` endpoint.

1. Tracking link carrying the network's token — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO_DA_REDE&cjevent={cjevent}
```

2. Outbound postback URL to register — URL

```
https://www.emjcd.com/u?CID=ENTERPRISE_ID&TYPE=ACTION_ID&OID={txn_id}
&AMOUNT={sale_amount}&CURRENCY={currency}&CJEVENT={cjevent}&METHOD=S2S
```

| NETWORK FIELD | MACRO | NOTE |
|---|---|---|
| `CID` | — | Enterprise ID of the CJ account. Fixed in the URL. |
| `TYPE` | — | Id of the action tracker configured at CJ. Fixed in the URL. |
| `CJEVENT` | `{cjevent}` | The click's `cjevent`. |
| `OID` | `{txn_id}` | Order id. |
| `AMOUNT` | `{sale_amount}` | Order amount. |
| `CURRENCY` | `{currency}` | Currency. |

- `METHOD=S2S` is required on server-to-server calls.
- CJ treats orders with the same `OID` as duplicates.

## The network is the advertiser

You run its offers

The network's offer becomes one of your offers. The destination points at the network's affiliate link with your `{click_id}` in its sub-ID, and the network's postback delivers the sale to your inbound postback.

CJ links accept `sid` (Shopper ID); it comes back in the commission notification and in reports.

1. Offer destination (the network's affiliate link) URL

```
https://www.anrdoezrs.net/click-PID-OID?sid={click_id}
```

2. Postback URL the network calls URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id=[SUBID]&txn_id=[ORDER_ID]
&saleAmount=[AMOUNT]&currency=BRL
```

| NETWORK FIELD | PARAMETER | NOTE |
|---|---|---|
| `[SID]` | `click_id` | The network's sub-ID macro. Its value is the `{click_id}` that went into `sid` on the offer destination. |
| `[ORDER_ID]` | `txn_id` | The network's order macro. Guarantees the same sale is never counted twice. |
| `[AMOUNT]` | `saleAmount` | The amount macro. For fixed-commission offers send `commission` instead. |
| `SEU_TOKEN` | `token` | Postback token of the offer's advertiser, shown on the offer page. |

- Create the offer with the network's affiliate link as destination and `sid={click_id}` at the end. The platform swaps the macro for the real id on every click.
- Register the inbound postback URL in the network's publisher panel, replacing `[SUBID]`, `[ORDER_ID]` and `[AMOUNT]` with the macro names it documents.
- The conversion lands as `PENDING` and follows the normal lifecycle; the network's approvals and declines are mirrored by the operation in the dashboard.

**Check your account**

Field names follow the network's public documentation and vary by program. Confirm them with your account manager before going live. The platform macros do not change.

# Impact

TEMPLATE FROM PUBLIC DOCS

Partnership platform used by large brands and SaaS companies.

## The network sends traffic

It is an affiliate of your program

The network is registered as an affiliate of your program. Its click token rides on your tracking link and comes back on the outbound postback URL.

Impact's click brings `irclickid`; the conversion goes back through the `PostbackConversion` endpoint.

1. Tracking link carrying the network's token — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO_DA_REDE&irclickid={irclickid}
```

2. Outbound postback URL to register — URL

```
https://trkapi.impact.com/PostbackConversion?CampaignId=CAMPAIGN_ID
&ActionTrackerId=ACTION_TRACKER_ID&ClickId={irclickid}&OrderId={txn_id}
&Amount={sale_amount}&CurrencyCode={currency}&EventDate=NOW
```

| NETWORK FIELD | MACRO | NOTE |
|---|---|---|
| `CampaignId`, `ActionTrackerId` | — | Campaign and action ids at Impact. Fixed in the URL. |
| `ClickId` | `{irclickid}` | Click token, recognised by name on the link. |
| `OrderId` | `{txn_id}` | Order id. |
| `Amount` | `{sale_amount}` | Order amount. |
| `CurrencyCode` | `{currency}` | Currency. |

- `EventDate=NOW` uses the time of the call.
- Programs with basic authentication require user and password in the URL, per the account.

## The network is the advertiser

You run its offers

The network's offer becomes one of your offers. The destination points at the network's affiliate link with your `{click_id}` in its sub-ID, and the network's postback delivers the sale to your inbound postback.

Impact links accept `subId1` through `subId3`; the value comes back in publisher postbacks and reports.

1. Offer destination (the network's affiliate link) URL

```
https://LINK-DE-AFILIADO-DA-IMPACT?subId1={click_id}
```

2. Postback URL the network calls URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id=[SUBID]&txn_id=[ORDER_ID]
&saleAmount=[AMOUNT]&currency=BRL
```

| NETWORK FIELD | PARAMETER | NOTE |
|---|---|---|
| `{subId1}` | `click_id` | The network's sub-ID macro. Its value is the `{click_id}` that went into `subId1` on the offer destination. |
| `[ORDER_ID]` | `txn_id` | The network's order macro. Guarantees the same sale is never counted twice. |
| `[AMOUNT]` | `saleAmount` | The amount macro. For fixed-commission offers send `commission` instead. |
| `SEU_TOKEN` | `token` | Postback token of the offer's advertiser, shown on the offer page. |

- Create the offer with the network's affiliate link as destination and `subId1={click_id}` at the end. The platform swaps the macro for the real id on every click.
- Register the inbound postback URL in the network's publisher panel, replacing `[SUBID]`, `[ORDER_ID]` and `[AMOUNT]` with the macro names it documents.
- The conversion lands as `PENDING` and follows the normal lifecycle; the network's approvals and declines are mirrored by the operation in the dashboard.

**Check your account**

Field names follow the network's public documentation and vary by program. Confirm them with your account manager before going live. The platform macros do not change.

# Rakuten Advertising

TEMPLATE FROM PUBLIC DOCS

Global network, formerly LinkShare.

## The network sends traffic

It is an affiliate of your program

The network is registered as an affiliate of your program. Its click token rides on your tracking link and comes back on the outbound postback URL.

The click arrives with `ranMID`, `ranEAID` and `ranSiteID`; the conversion is sent to the `ep` server-side pixel.

1. Tracking link carrying the network's token — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO_DA_REDE&ranSiteID={ranSiteID}
```

2. Outbound postback URL to register — URL

```
https://track.linksynergy.com/ep?mid=MERCHANT_ID&ord={txn_id}&tr={ransiteid}
&cur={currency}&skulist=ITEM&qlist=1&amtlist={sale_amount_cents}
```

| NETWORK FIELD | MACRO | NOTE |
|---|---|---|
| `mid` | — | Merchant ID at Rakuten. Fixed in the URL. |
| `tr` | `{ransiteid}` | The click's `ranSiteID`. The macro is lower-case. |
| `ord` | `{txn_id}` | Order id. |
| `amtlist` | `{sale_amount_cents}` | Amount in cents, one per item. |
| `cur` | `{currency}` | Currency. |

- Rakuten expects per-item lists (`skulist`, `qlist`, `amtlist`). For a single item, the whole order is the item.
- Some programs use file-based integration instead of the `ep` pixel; the account manager confirms.

## The network is the advertiser

You run its offers

The network's offer becomes one of your offers. The destination points at the network's affiliate link with your `{click_id}` in its sub-ID, and the network's postback delivers the sale to your inbound postback.

Rakuten deeplinks accept `u1`; the value comes back in reports and publisher postbacks.

1. Offer destination (the network's affiliate link) URL

```
https://click.linksynergy.com/deeplink?id=SEU_ID&mid=MERCHANT_ID&u1={click_id}
&murl=URL_DE_DESTINO
```

2. Postback URL the network calls URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id=[SUBID]&txn_id=[ORDER_ID]
&saleAmount=[AMOUNT]&currency=BRL
```

| NETWORK FIELD | PARAMETER | NOTE |
|---|---|---|
| `[u1]` | `click_id` | The network's sub-ID macro. Its value is the `{click_id}` that went into `u1` on the offer destination. |
| `[ORDER_ID]` | `txn_id` | The network's order macro. Guarantees the same sale is never counted twice. |
| `[AMOUNT]` | `saleAmount` | The amount macro. For fixed-commission offers send `commission` instead. |
| `SEU_TOKEN` | `token` | Postback token of the offer's advertiser, shown on the offer page. |

- Create the offer with the network's affiliate link as destination and `u1={click_id}` at the end. The platform swaps the macro for the real id on every click.
- Register the inbound postback URL in the network's publisher panel, replacing `[SUBID]`, `[ORDER_ID]` and `[AMOUNT]` with the macro names it documents.
- The conversion lands as `PENDING` and follows the normal lifecycle; the network's approvals and declines are mirrored by the operation in the dashboard.

**Check your account**

Field names follow the network's public documentation and vary by program. Confirm them with your account manager before going live. The platform macros do not change.

# Afilio

TEMPLATE FROM PUBLIC DOCS

Brazilian performance network.

## The network sends traffic

It is an affiliate of your program

The network is registered as an affiliate of your program. Its click token rides on your tracking link and comes back on the outbound postback URL.

Afilio provides the click macro and the postback URL per program. The token rides on `sub1`.

1. Tracking link carrying the network's token — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO_DA_REDE&sub1=[TOKEN_DA_REDE]
```

2. Outbound postback URL to register — URL

```
https://URL_DE_POSTBACK_DA_AFILIO?click={sub1}&order={txn_id}&value={sale_amount}
&commission={payout}&status={status}
```

| NETWORK FIELD | MACRO | NOTE |
|---|---|---|
| Click token | `{sub1}` | The network's click macro, placed in `sub1=` on the link. |
| Order id | `{txn_id}` | Id sent by the advertiser. |
| Amount / commission | `{sale_amount}` / `{payout}` | Whichever the program pays on. |
| Status | `{status}` | `PENDING`, `APPROVED`, `DECLINED`, `PAID` |

- The URL and the field names come from the program's Afilio account; the template above shows the mapping.
- Any macro can also be written with brackets: `[sub1]`, `[txn_id]`.

## The network is the advertiser

You run its offers

The network's offer becomes one of your offers. The destination points at the network's affiliate link with your `{click_id}` in its sub-ID, and the network's postback delivers the sale to your inbound postback.

Afilio provides the affiliate link and the sub-ID parameter name per campaign; the publisher postback returns the value.

1. Offer destination (the network's affiliate link) URL

```
https://LINK-DE-AFILIADO-DA-AFILIO?PARAMETRO_DE_SUBID={click_id}
```

2. Postback URL the network calls URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id=[SUBID]&txn_id=[ORDER_ID]
&saleAmount=[AMOUNT]&currency=BRL
```

| NETWORK FIELD | PARAMETER | NOTE |
|---|---|---|
| `[SUBID]` | `click_id` | The network's sub-ID macro. Its value is the `{click_id}` that went into `PARAMETRO_DE_SUBID` on the offer destination. |
| `[ORDER_ID]` | `txn_id` | The network's order macro. Guarantees the same sale is never counted twice. |
| `[AMOUNT]` | `saleAmount` | The amount macro. For fixed-commission offers send `commission` instead. |
| `SEU_TOKEN` | `token` | Postback token of the offer's advertiser, shown on the offer page. |

- Create the offer with the network's affiliate link as destination and `PARAMETRO_DE_SUBID={click_id}` at the end. The platform swaps the macro for the real id on every click.
- Register the inbound postback URL in the network's publisher panel, replacing `[SUBID]`, `[ORDER_ID]` and `[AMOUNT]` with the macro names it documents.
- The conversion lands as `PENDING` and follows the normal lifecycle; the network's approvals and declines are mirrored by the operation in the dashboard.

**Check your account**

Field names follow the network's public documentation and vary by program. Confirm them with your account manager before going live. The platform macros do not change.

# Lomadee

TEMPLATE FROM PUBLIC DOCS

Brazilian network tied to large retailers.

## The network sends traffic

It is an affiliate of your program

The network is registered as an affiliate of your program. Its click token rides on your tracking link and comes back on the outbound postback URL.

Same mechanism: Lomadee's token rides on `sub1` and comes back on the program's postback URL.

1. Tracking link carrying the network's token — URL

```
https://SEU-DOMINIO/click?offer=ID_PUBLICO&aff=CODIGO_DA_REDE&sub1=[TOKEN_DA_REDE]
```

2. Outbound postback URL to register — URL

```
https://URL_DE_POSTBACK_DA_LOMADEE?click={sub1}&order={txn_id}&value={sale_amount}
&status={status}
```

| NETWORK FIELD | MACRO | NOTE |
|---|---|---|
| Click token | `{sub1}` | The network's click macro, in `sub1=` on the link. |
| Order id | `{txn_id}` | Id sent by the advertiser. |
| Amount | `{sale_amount}` | Order amount. |
| Status | `{status}` | Conversion status. |

- The URL and fields come from the program's Lomadee account; the format above is a template.
- If the network rejects an empty amount, `{payout}` works in both fields.

## The network is the advertiser

You run its offers

The network's offer becomes one of your offers. The destination points at the network's affiliate link with your `{click_id}` in its sub-ID, and the network's postback delivers the sale to your inbound postback.

Lomadee provides the affiliate link and the sub-ID parameter per store; the publisher postback returns the value.

1. Offer destination (the network's affiliate link) URL

```
https://LINK-DE-AFILIADO-DA-LOMADEE?PARAMETRO_DE_SUBID={click_id}
```

2. Postback URL the network calls URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id=[SUBID]&txn_id=[ORDER_ID]
&saleAmount=[AMOUNT]&currency=BRL
```

| NETWORK FIELD | PARAMETER | NOTE |
|---|---|---|
| `[SUBID]` | `click_id` | The network's sub-ID macro. Its value is the `{click_id}` that went into `PARAMETRO_DE_SUBID` on the offer destination. |
| `[ORDER_ID]` | `txn_id` | The network's order macro. Guarantees the same sale is never counted twice. |
| `[AMOUNT]` | `saleAmount` | The amount macro. For fixed-commission offers send `commission` instead. |
| `SEU_TOKEN` | `token` | Postback token of the offer's advertiser, shown on the offer page. |

- Create the offer with the network's affiliate link as destination and `PARAMETRO_DE_SUBID={click_id}` at the end. The platform swaps the macro for the real id on every click.
- Register the inbound postback URL in the network's publisher panel, replacing `[SUBID]`, `[ORDER_ID]` and `[AMOUNT]` with the macro names it documents.
- The conversion lands as `PENDING` and follows the normal lifecycle; the network's approvals and declines are mirrored by the operation in the dashboard.

**Check your account**

Field names follow the network's public documentation and vary by program. Confirm them with your account manager before going live. The platform macros do not change.

## Checkout platforms

TEMPLATE FROM PUBLIC DOCS

Hotmart, Kiwify, Monetizze, Eduzz and the like. The sale happens there; the conversion has to come out of there.

### The network is the advertiser

You run its offers

The network's offer becomes one of your offers. The destination points at the network's affiliate link with your `{click_id}` in its sub-ID, and the network's postback delivers the sale to your inbound postback.

The checkout sits on the advertiser's side. Two routes: a script on the thank-you page, or a webhook handled by the advertiser's backend.

Postback URL the network calls — URL

```
https://SEU-DOMINIO/postback?token=SEU_TOKEN&click_id=[SUBID]&txn_id=[ORDER_ID]
&saleAmount=[AMOUNT]&currency=BRL
```

| NETWORK FIELD | PARAMETER | NOTE |
|---|---|---|
| Script on the thank-you page | JavaScript container | When the checkout allows custom scripts on the confirmation page: `pixel.js` with the `window.PLATFORM_PIXEL` object. |
| Sale webhook | Server-to-server postback | When only a webhook exists: the advertiser's backend receives the notification and calls `/postback` with `click_id`, `txn_id` and amount. |
| `click_id` | — | Has to reach the checkout (hidden field, `src`/`sck` or URL parameter) so it comes back in the notification. |

- The critical point is carrying the `click_id` from the click to the confirmation. `handle.js` stores it in a cookie and `localStorage`; external checkouts have to receive it through the URL.
- The three delivery methods and the conversion lifecycle are in the **Advertisers** section.

**Check your account**

Field names follow the network's public documentation and vary by program. Confirm them with your account manager before going live. The platform macros do not change.

**Tip**

Network not on the list? The model in **External networks and integrators** covers any system that accepts a postback by URL: the network's token in `sub1`, the macros `{conversion_id}`, `{payout}` and `{sale_amount}`. In the advertiser direction, `{click_id}` on the offer destination and the inbound postback.

06

# AI assistants and the MCP server

DEVELOPER

Claude Code, Cursor or any MCP client generates and applies the integration from the real offers.

Parceiroos exposes a **Model Context Protocol** server. With a key, the advertiser's assistant lists the offers, generates the snippet with the real token and id, applies it to the project and confirms whether conversions arrived. The scope is always the key owner's offers.

| Compatible clients | |
|---|---|
| DEVELOPER | NOTE |
| Claude | Claude Code and Claude Desktop: `claude mcp add` command or the generic JSON. |
| ChatGPT | Remote MCP connector (Developer mode) pointing at `/api/mcp` with the authorization header. |
| Cursor | `mcpServers` block in the editor's configuration file. |
| Windsurf | Same `mcpServers` block, in the Cascade configuration. |
| Hermes | MCP server over HTTP: same URL, same header. |
| OpenClaw | Any open agent that speaks MCP over HTTP. |

01 **Key**

**Settings → API & MCP → Create key**. The key (prefix `mcp_`) is shown only once.

02 **Client**

The command below in the terminal of the project receiving the integration, or the generic JSON configuration.

03 **Request**

In the assistant: “list my offers and generate the postback integration for offer X”. Once the snippet is applied, a second request verifies it.

## Connect a client

Claude Code SHELL

```shell
claude mcp add --transport http plataforma https://SEU-DOMINIO/api/mcp --header "Authorization: Bearer mcp_SUA_CHAVE"
```

Generic configuration (Cursor, Claude Desktop and others) JSON

```json
{
"mcpServers": {
"plataforma": {
"type": "http",
"url": "https://SEU-DOMINIO/api/mcp",
"headers": {
"Authorization": "Bearer mcp_SUA_CHAVE"
}
}
}
}
```

## Available tools

| TOOL | ARGUMENTS | WHAT IT DOES |
|---|---|---|
| `list_offers` | `limit?` | Lists the tenant's offers with their public ids. |
| `get_offer` | `offerId` | Details of one offer by public id, internal id or slug. |
| `generate_integration` | `offerId`, `method` | Ready snippet for `POSTBACK`, `PIXEL` or `JAVASCRIPT_CONTAINER`, with the walkthrough. |
| `verify_integration` | `offerId` | Confirms whether the offer has received conversions and shows the latest. |

- Transport: Streamable HTTP, stateless, single JSON response (JSON-RPC 2.0).
- Authentication: `Authorization: Bearer mcp_…` header on every call. Keys can be revoked at any time.
- Without an MCP client, the offer page generates a complete prompt for any assistant.

07

# Troubleshooting and FAQ

EVERYONE

Where to look when a conversion does not show up or a postback does not arrive.

| SYMPTOM | WHERE TO LOOK |
| --- | --- |
| The conversion does not show in the dashboard | **Admin → Postback logs** keeps everything that arrived from the advertiser, with the rejection reason: invalid token, missing `click_id`, duplicate. |
| The network does not receive the outbound postback | The status subscribed under **When to fire your postback**. Each call is logged with the final URL, method, HTTP status and error. |
| The logged URL shows a literal `{something}` | The macro does not exist. The macro table lists names and aliases. |
| `totalPrice` arrives empty | The advertiser did not send the sale amount. The parameter can be mapped under **Advertiser postback**, or `{payout}` fills the field. |
| The pixel fires, nothing is recorded | `handle.js` has to load on the landing page to capture the `click_id`. The server-to-server postback removes that dependency. |
| Duplicate conversion | Resends with the same `txn_id` are ignored by design. A new `txn_id` only for different sales. |

**Testing without a sale**

The tracking link opened in a private window delivers the `click_id` on the destination URL. With it, a manual postback to `https://SEU-DOMINIO/postback` with a test `txn_id` shows up in the logs within seconds.