Frequently Asked Questions (FAQ)

Gasmobi

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How do I join Gasmobi as an Affiliate/Publisher?

- To apply for Gasmobi CPA Network sign up here:
  https://affiliates.gasmobi.com/register
- After you fill out the registration form and verify your email, your application will be reviewed by the Gasmobi team, and one of our managers will contact you via email, skype, phone or any other method of communication you've specified, please note that the more information you add, the bigger the chances of being approved.
- Once you are approved as a publisher, you will gain access to thousands of offers and can start making money with Gasmobi

I forgot my login/password, what should I do?

- Simply go to the login page and click on the "Forgot your password?" link

What is the specific role of my affiliate manager?

- Your Affiliate Manager's role is quite crucial, especially in terms of your involvement and continued work within our network. Your AM essentially manages all aspects of your account. Not only are they in charge of your payments, but they also analyze your conversions, help connect you with the best offers for your vertical(s), traffic, and geo(s), and guide you on how to best maximize your earnings. If you have any questions regarding specific offers, issues with your account, or possible payment bumps, your Affiliate Manager is the one to
- contact.

Payment

What payment options are available?

- The payment methods available are Wire, PayPal, Payoneer, Webmoney.
- Net-30: Payment on every 30th of the month, from the activity the month before. Ex: May activity is paid on June 30th.
- **The minimum payment amount is $200** If the affiliate doesn't get that minimum then the revenue will accumulate until it's reached.

Where can I see my validated amount?

- Go to your affiliate panel and on the left side of the dashboard click "Finance" you will see a message saying, "Last month revenue validated" and the final amount, if the amount is not there yet, please ask your account manager.

Invoice and payment release

- To be paid on time, you need to send an invoice to finance@gasmobi.com with the APPROVED amount your account is showing, or your account manager has confirmed, with the following details:

    1- Invoice Number: This must be different for each payment. The easy way is to put
    consecutive numbers.
    2- Invoice date: Must appear the day you sent it and also the due date according to the
    payments agree with your AM.
    3- Gasmobi Billing information (Ask your account manager for the details)
    4- Your information:
    Name and surname, address, country
    5- Pending amount.

Technical

How does Gasmobi keep track of my conversions?

- We track via post-back URLs depending on the offer. Our tracking platform is considered to be one of the best in the industry and all the traffic is tracked in real time.

What is a Post back?

- Post backs are URLs that are used to pass information about conversion. They are sometimes also called callbacks, server-to-server (S2S) conversion tracking.

Can I place my pixel/post back in my Gasmobi account?

Yes, you can add a global post back on your account.

To add it yourself, go to your Gasmobi dashboard and on the left side you will find the

"Post back URL" button, click and add your post back and parameters.

Post back setup:

Take your original post back URL and replace it with Gasmobi tokens:

Clickid: {externalid}

Payout: payout}

Transaction ID: {tx_id}

Event: {event} The event parameter is only used when the affiliate runs offers with multiple

tracking events, for example a Nutra campaign with an up sell.

or please send it over to your account manager and they will add it in your account.

The snatch panel

The Snatch panel is your affiliate dashboard, there you will be able to complete all your

affiliate tasks.

The snatch panel is divided into 4 sections:

- The dashboard: In the dashboard you will be able to check your statistics, visits, conversions, CR, daily revenue and monthly revenue.
- Finance: To check your validated revenue and the invoice information.
- Report: In the report section you will be able to check the performance of your campaigns by different dates you can select and other filters like: sub id and sub pub id.
- Market Place: In the marketplace section you will see all our available campaigns, you can click "apply" in order to request access to any offer and your account manager will approve it for you.
- You can also filter the offer search by name, model cost, country, vertical, channel and promotion.

Is there a way to combine several offers in one tracking link?

- Sure! We have a Campaigns feature, which allows you to include as many offers as you like in one link for one geo. If you are a web owner with your own niche website, such a link will be a great addition to your monetization strategy.
- If you want to use this feature please ask your account manager to help you set up.

Performance

What 's EPC?

- EPC stands for Earnings Per Click. It's a computed average income affiliates are earnings on a given campaign calculated on a per-click basis. This number isn't a guarantee of how much an affiliate will earn by advertising a campaign but is simply a tool for affiliates to estimate their potential interest in advertising a campaign and measuring their conversion compared to the average across the network.

What 's eCPM?

- eCPM is used to refer to revenue per thousand impressions on the publisher's side.
- As long as you have information for cost and impressions, you can calculate eCPM.
- To calculate the eCPM, you can use the formula:
- total cost

$$eCPM = \frac{total\ cost}{impressions} * 1,000$$

What's the conversion rate?

- The percentage of clicks that converted, i.e. turned to lead or sales.
- For example, if one in every hundred visitors to your site makes a purchase, then your
- conversion rate is 1%.