

PRE-PING Implementation Document

This document explains how an advertiser can use the pre-ping functionality to let the publisher know if the user already exists in their system or not.

Advertiser will supply the publisher a URL that will allow the publisher to pass the email in it. Advertiser will check the email passed in the URL (via GET or POST method) with their database, if a match is found they will return "Success" or "True" or "1" else they will return "Failure" or "False" or "0". If the publisher receives successful response which means that the email already exists in their database then the offer should not be shown to the user else the offer will be displayed.

The URL for pre-ping is almost similar to the data posting URL but the only difference is that this URL is not really posting the data in their database but is just checking that if the user exists in their DB or not.

Example URL:

Standard: <http://www.domain.com/preping?email=>

Secure: <https://www.domain.com/preping?email=>

In the above URL, domain.com signifies the advertiser domain and preping is the page name (it can be anything depending on the nomenclature used by the development team of the advertiser) that will do the job of checking the email in the DB, the user's email will be passed in the "email" variable.

PS: If the advertiser uses any authentication procedure and would like to pass any unique value/id that can be added to the URL in a separate variable.

The advertiser is expected to return the response on a pre-ping within 500ms else the request will be terminated and we'll end up the showing the offer to the user regardless.