

PubAdHub

Publisher S2S (Server-To-Server) Integration Guide

For publishers and integration teams

This guide explains how PubAdHub sends a conversion to your server, and how you should record a later cancellation.

1. Overview

When a conversion matches one of your clicks, PubAdHub calls the server-to-server (S2S) URL you host. The request is an HTTP GET, and the conversion details are query parameters. You may later receive a cancellation for that same conversion.

Each call follows three steps.

- PubAdHub matches the conversion to your click.
- We call your S2S URL.
- You store the details and respond with HTTP 2xx.

2. Endpoint

Replace {{your-endpoint}} with your host and path.

```
{{your-endpoint}}?txnid={transactionID}&cid={clickID}&payout={payout}&status={status}&sales={sales}&currency={currency}&edate={eventDate}
```

- Method: GET. All fields are on the query string.
- A successful response is HTTP 2xx. A response body is optional.
- PubAdHub waits about 30 seconds. Any other status code is retried.

3. Query Parameters

Required parameters are marked Yes. Use these names exactly as written.

Parameter	Required	Type	Description
txnid	Yes	String	Transaction ID for this postback.
cid	Yes	String	Your click ID from the original click.
payout	Yes	Number	Commission for this postback. A negative amount is a cancellation.
status	Yes	String	Pending, Cancel_1, Cancel_2, and so on, or Cancelled.
edate	Yes	Date	Event date. Use YYYY-MM-DD in UTC.
sales	No	Number	Order amount. This may be empty.
currency	No	String	Currency of the payout, for example USD. This may be empty.

4. Credits and Cancellations

Credit

Create a new record when status is Pending and payout is positive. Keep the record under its txnid, and store the cid with it.

Cancellation on a new transaction

This cancellation uses a new txnid, and the payout is negative. The status may still be Pending. Save the new txnid as its own record, and do not change the original credit. Link the two records with cid, then add the payouts together.

Cancellation on the same transaction

We send the original txnid again. Replace the payout and status stored for that txnid.

- Cancel_1, Cancel_2, and later numbers are partial cancellations. The payout in the postback is the amount that remains.
- Cancelled is a full cancellation. The payout is 0.00.

5. Examples

Each example below stands alone. Currency is USD and edate is 2026-10-08. A sales amount of 99.00 is sent only with a credit.

5.1 Credit request

https://publisher.example.com/s2s/postback?txnid=15694728_15694728&cid=6d39a6e6-ab02-4b45-a38c-5a35a13e281d&payout=12.50&status=Pending&sales=99.00¤cy=USD&edate=2026-10-08

5.2 Credit request and Cancellation on a new transaction

Both calls use cid 6d39a6e6-ab02-4b45-a38c-5a35a13e281d.

Event	txnid	status	payout
Credit	15694728_15694728	Pending	12.50
Cancellation, new transaction	15694728_15695450	Pending	-12.50

Keep both records. Add 12.50 and -12.50. The result for this click is 0.00.

5.3 Credit request and Cancellation on the same transaction (partial and full)

This example is separate from sections 5.1 and 5.2. Every call uses txnid 15694728_15694729 and cid 6d39a6e6-ab02-4b45-a38c-5a35a13e281d. Each later call replaces the payout and status on that txnid.

Event	txnid	status	payout
Credit	15694728_15694729	Pending	12.50
Partial cancellation	15694728_15694729	Cancel_1	10.00
Partial cancellation	15694728_15694729	Cancel_2	5.00

Full cancellation	15694728_15694729	Cancelled	0.00
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Cancel_1 leaves 10.00. Cancel_2 leaves 5.00. Cancelled leaves 0.00.

6. Before You Go Live

- Share your full S2S URL with PubAdHub. For example, <https://publisher.example.com/s2s/postback>.
- Accept HTTP GET requests on that URL.
- Return HTTP 2xx after you have stored the details.

If anything in this guide is unclear, contact your PubAdHub representative.