

# Offer Wall Integration Guide

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## Create your callback url

You will need to create a new page on your server that we can call (with a GET) when a conversion occurs in order to credit the converting user with your virtual currency. We will pass in the following parameters in the querystring of the page:

1. **uid** - The user id of the user who converted on the offer
2. **credit** - How much of your currency you need to credit the converting uid
3. **ad\_id** - An id that identifies the offer that was completed
4. **externalOffer** - Html encoded string of the title of the external offer that was converted on (note: that this parameter will not be present for application install conversions)
5. **sighash** - The md5 hash to verify that the callback is coming from our server

**Sample Callback** – **Green is URL you would provide** and **red is the parameters we would pass in**:  
[http://myserver.com/newcallbackpage/adparlor.php?uid=513868367&credit=84&ad\\_id=1834&externalOffer=Free Jokes Daily!&sighash= 27fe076f3f9ad7a444e7c27580d112b7](http://myserver.com/newcallbackpage/adparlor.php?uid=513868367&credit=84&ad_id=1834&externalOffer=Free Jokes Daily!&sighash= 27fe076f3f9ad7a444e7c27580d112b7)

## Before crediting your users, verify the sighash

Generate a MD5 hash using the following string:

```
"credits" + credit + "publisher" + <your application publisher id> +  
"viewerId" + uid + <your secret key>
```

**credit** – passed in the querystring

**uid** – passed in the querystring

**<your application publisher id>** & **<your secret key>** – you will receive these when you configure your virtual currency as described below in ‘Setup your Virtual Currency Offer Wall’ below

## Set Up your Virtual Currency Offer Wall

1. Register as a publisher if you do not have an account with us:  
<http://www.adparlor.com/Registration.aspx>
2. Add your application and check 'Virtual Currency' from the Publishers Control Panel:  
<http://www.adparlor.com/Users/PublisherPanel.aspx>

### + Add Application



**ADD APPLICATION**

Application Name: MyGame

Application Link: <http://apps.facebook.co>

Network:

- myspace
- facebook
- hi5
- bebo
- orkut
- friendster
- fanbox
- external social network

Monetization Method:

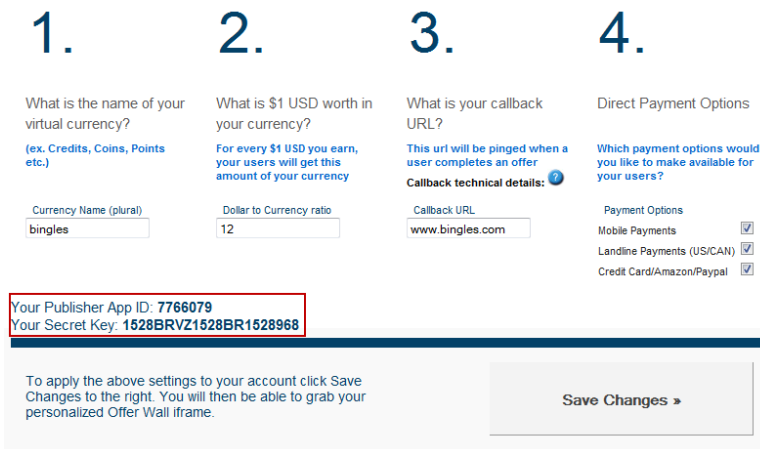
Banner Ads   
Show banner ads on your application

Virtual Currency   
Monetize your virtual currency with our offer wall

Add Application

3. You will then be able to configure your application. Do this by:
  - a. Entering a name for your currency
  - b. Entering your dollar to currency ratio
  - c. Entering your callback URL (see section above about callback)
  - d. Checking off the payment options you require

**Note: If you have already added your app – simply click on [Edit Settings]**



**1.** What is the name of your virtual currency?  
(ex. Credits, Coins, Points etc.)

Currency Name (plural)  
bingles

**2.** What is \$1 USD worth in your currency?  
For every \$1 USD you earn, your users will get this amount of your currency

Dollar to Currency ratio  
12

**3.** What is your callback URL?  
This url will be pinged when a user completes an offer

Callback technical details: ?

Callback URL  
www.bingles.com

**4.** Direct Payment Options  
Which payment options would you like to make available for your users?

Payment Options

- Mobile Payments
- Landline Payments (US/CAN)
- Credit Card/Amazon/Paypal

Your Publisher App ID: **7766079**  
Your Secret Key: **1528BRVZ1528BR1528968**

To apply the above settings to your account click Save Changes to the right. You will then be able to grab your personalized Offer Wall iframe.

Save Changes »

4. Take note of your secret key and publisherappid in order to create the siphash
5. Click Save Changes
6. Click Get Code
7. Choose the offer size you wish to use on your application and click
  - a. Get Full Size Offer Wall Code to get the code to display the large offer wall
  - b. Get Mini Offer Wall Code to get the code to display the small offer wall
8. Paste the HTML into your application
  - a. Make sure to replace the ##### with the unique identifier of the user viewing the offer wall

*You are now setup to show the offer wall*