

CAPITIS · PROCESS GUIDE

Clicks & conversions

Understand the traffic your links generate and the sales it produces.

Viewing click events

Every click on every link, with when and where it went.

1. **Open Click events.**
2. **Each row is one click on one of your links: when, which link, and routing detail.**
3. **Click a row for the full event.**

The detail view shows the link token, campaign, and how the click was routed to the merchant.

💡 No clicks yet? Test your own link — sandbox clicks are recorded too.

Understanding conversions

What a conversion is, and what pending / approved / rejected mean.

1. **Open Conversions.**
2. **A conversion is a purchase the network attributed to your link.**
3. **Each row shows order value, your commission, and status.**
4. **Statuses: pending (reported, inside the merchant's return window) → approved (locked in) or rejected (returned/cancelled orders).**

Only approved conversions are paid out — pending amounts can still change.

⚠️ Networks report on their own schedule; a gap of hours to days between the sale and the row appearing is normal.

End-users & identifiers

Tie clicks and conversions to your own user IDs — privately.

1. **Optionally register your end-users (POST /v1/end-users or via the End-users page) to tie clicks and conversions to your own user IDs.**

Useful if you run an app or a cashback product and need to know which of your users generated which sale.

2. **Attach identifiers (email/phone) — we hash them immediately and store only the hash.**

Hashing is deterministic and salted, so the same identifier always matches without us ever holding the raw value.

3. **Use the Identifiers page to look up which of your users an identifier resolves to.**

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