

CAPITIS · PROCESS GUIDE

Tracking links

Create, manage, and organise the links that earn you commission.

Create a tracking link

Issue a tracking link for a merchant in a few clicks.

1. Open Identity & traffic → Links.

2. Click "Issue link".

3. Enter the end-user external ID — your own ID for the person this link is for (e.g. user_42).

This ties the link's clicks and conversions to that person in your reports. If we have not seen the ID before, the end-user record is created automatically.

4. Enter the merchant UUID — the ID of the merchant you want to promote.

Find it on Inventory → Merchants: open the merchant and copy its ID. Optionally add a campaign tag to group this link in reports.

5. Copy the tracking URL shown after the link is issued — that is what you publish.

Publish the tracking URL anywhere: newsletters, blog posts, app screens, social bios.

💡 One link per placement (newsletter, blog post, app screen) makes reports far more useful.

Create links via the API

Issue tracking links programmatically with one POST request.

1. Authenticate with your API key.

Send it as a bearer token: Authorization: Bearer YOUR_API_KEY.

2. POST /v1/links with the end-user ID and merchant UUID in the JSON body.

```
fetch('https://api.capitis.app/v1/links', { method: 'POST', headers: { Authorization: 'Bearer YOUR_API_KEY', 'Content-Type': 'application/json' }, body: JSON.stringify({ end_user: 'user_42', merchant_id: '<merchant uuid from GET /v1/merchants>', campaign: 'summer25' }) })
```

3. The response contains the tracking URL and its token.

Publish the URL; store the token if you want to look the link up later or tie clicks back to your own records.

4. See capitis.app/docs/api for the full request/response schema.

Campaigns

Group links by placement so reports tell you what actually earns.

1. Add a campaign name when issuing a link.

It is free text — use whatever naming makes sense for your placements, e.g. "newsletter-june" or "blog-gift-guide".

2. All links sharing a campaign name are grouped on the Campaigns page.

3. Compare clicks and conversions per campaign to see which placements earn.

Sort by EPC to find your best-monetising placement, then make more like it.

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