Adjust

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Adjust In-App Events Tracking Setup

To use Adjust in-app events tracking client needs to create event token. This should be done in Adjust dashboard. To create an event token, follow these steps:

1. Find your app in the dashboard and select your app options caret (^)
2. Select All Settings > Events
3. Find the CREATE NEW EVENT label at the bottom of the module and enter your event name
4. Select CREATE

To create Adjust click-based tracking URL that would track app installs and in-app events, Adjust click-based tracking URL and in-app event token are needed. Once you have Adjust click-based tracking URL and in-app even token, you can generate URL that will be used in your campaign through ***this*** link. Below you will find guidelines which fields and how should be filled when generating URL:

1. Enter your links - Enter Adjust click-based URL, for example: `https://app.adjust.com/abc123`
2. Your callbacks:
   - **Install** - Enter Eskimi DSP callback URL: `https://dsp.eskimi.com/pixel?eucid={eucid}`
   - **Event** - Enter in-app event that you will be tracking token, for example `token1` and Eskimi DSP callback URL: `https://dsp.eskimi.com/pixel?eucid={eucid}` , in addition, give your event a name by adding `&type=Event_name` to Eskimi DSP callback URL. For example, if your token for Registration event is token1, as a callback URL you should enter `https://dsp.eskimi.com/pixel?eucid={eucid}&type=Registration`
3. Your placeholders - Please verify - `{eucid}`
4. Generated URLs - Copy URL

Since special characters will be encoded, your final click URL will look as in example below:

```
https://app.adjust.com/abc123?
install_callback=https%3A%2F%2Fdsp.eskimi.com%2Fpixel%3Feucid%3D{eucid}&event_callback_token1=https
%3A%2F%2Fdsp.eskimi.com%2Fpixel%3Feucid%3
D{eucid}%26type%3DRegistration
```

This will be your final click URL that should be used in your DSP campaign as landing page option.

Note: For White Label clients, domain in callback URL can be replaced with White Label domain.

Adjust App Installs Tracking Setup

Adjust is a mobile attribution and analytics partner that can be used for app installs and in-app events tracking for Eskimi DSP campaigns.

To use Adjust tracking client needs to set up Adjust tracker URL for Eskimi DSP. This should be done in Adjust dashboard.

To quick-create an Adjust tracker URL, client needs to follow these steps:

1. Under Campaign Lab, select Custom links.
2. Select New link.
3. On the App selection screen, choose your app and select Next.
4. On the Link structure screen, enter a name for the link (optional: add campaign, adgroup and creative sub-levels).
5. Review the link and select Create link.

After completing these steps, two tracker URLs will be created: one click-based and one impression-based.

- Example Adjust click URL: `https://app.adjust.com/abc123`
- Example Adjust impression URL: `https://view.adjust.com/impression/abc123`

For Eskimi DSP campaigns, click-based tracking URL should be used.

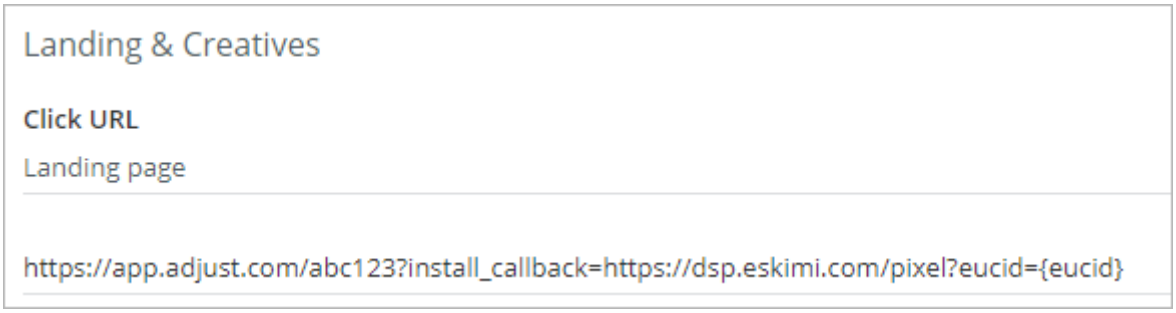
When Adjust click-based tracker URL is created, callback URL should be added. Otherwise, app installs will not appear in Eskimi DSP dashboard.

Eskimi DSP callback URL: `https://dsp.eskimi.com/pixel?eucid={eucid}`

Example Adjust click URL with Eskimi DSP callback:

`https://app.adjust.com/abc123?install_callback=https://dsp.eskimi.com/pixel?eucid={eucid}`

Once Adjust click URL has Eskimi DSP callback added, it can be used in DSP campaigns as landing page option.



Note: For White Label clients, domain in callback URL can be replaced with White Label domain.

More about Adjust Basic tracker setup

More about Adjust tracker URLs

Macro and Attribution Window Requirements for Adjust Tracking

Adjust support team recommended to include macros with both click and impression tracker for accurate data collection and minimizing data discrepancy between Adjust and Eskimi Dashboard.

Here are our macros they suggested to add:
GPS - {gps_latitude} {gps_longitude}
ADID/IDFA - {device_id}
OS Name - {device_os}

For example if you have this click URL from Adjsut: https://app.adjust.com/abc123 you will need to include these marcos like this: https://app.adjust.com/abc123 **?&gps_adid={device_id}&idfa={device_id}&os_name={device_os}**

And later append our install_callback.

So the final Click URL will be:
https://app.adjust.com/abc123?&gps_adid={device_id}&idfa={device_id}&os_name={device_os}
&install_callback=https%3A%2F%2Fdsp.eskimi.com%2Fpixel%3Feucid%3D{eucid}

Now if there is any event tracking on top of that please refer to this article: Adjust in-app events tracking setup

For impression URL:
Along with macros you will need to include install_callback, example:

```
https://view.adjust.com/impression/abc123?&gps_adid={device_id}&idfa={device_id}&os_name=
{device_os}&install_callback=https%3A%2F%2Fdsp.eskimi.com%2Fpixel%3Feucid%3D{eucid}
```

Attribution window
Recommended attribution windows for click and impression, you can edit your Adjust attribution windows (**All Settings** > **Attribution**)
For Click Based:
Device Matching: 7 Days | Probabilistic Matching: 24 Hrs
For Impression Based:

Device Matching: 24 Hrs | Probabilistic Matching: 6 Hrs

If you still face any major discrepancy issue, reach out to support@adjust.com