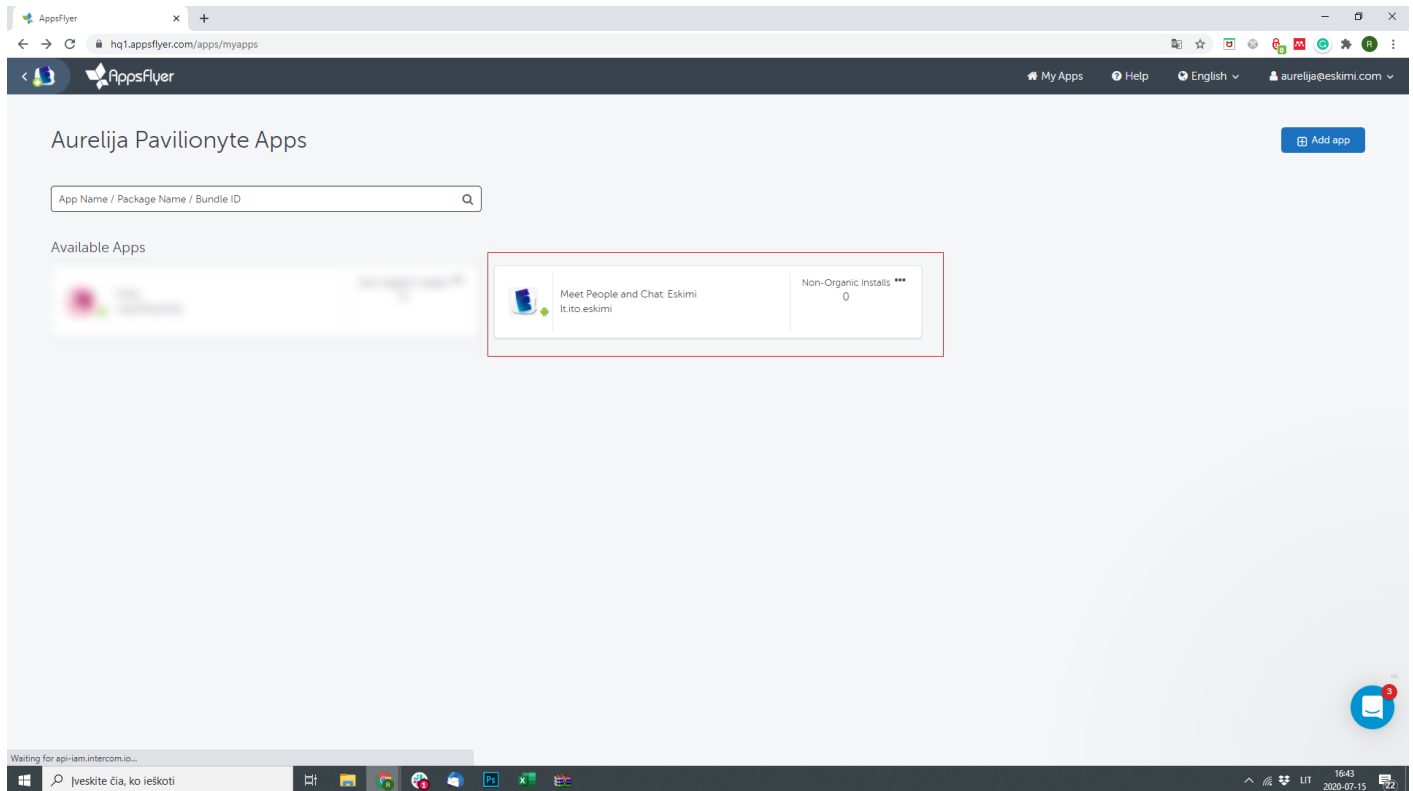


AppsFlyer

- [AppsFlyer integration step-by-step](#)
- [Appsflyer in-app events tracking setup](#)

AppsFlyer integration step-by-step

1. Chose your app which you are going to integrate with Eskimi



2. Go to Configuration -> Integrated Partners

AppsFlyer - Overview

hq1.appsflyer.com/dashboard/overview/ltito.eskimi#end=2020-07-15&grouping=attribution&start=2020-07-08

My Apps Help English aurelija@eskimi.com

Meet People and Chat: E...

Change App

Dashboard

- Overview
- Protect360
- Activity
- Events
- Retargeting
- Retention
- Cohort
- Custom Dashboard
- People-Based Attribution

Reports

- Export Data
- Scheduled Reports
- Pivot

Engagement & Deep Linking

- OneLink Custom Links
- Branded Links
- Email
- Smart Banners
- Referrals

Configuration

- Integrated Partners**
- Validation Rules

Breakdown by media source

Daily installs

Impressions Clicks Conversion Rate Non-Organic Installs Organic Installs

Yael from AppsFlyer

Introducing: New data richness indicators
The new indicators showcase ad networks'...

16:43 2020-07-15

3. Find Eskimi

Available integrations for ltito.es...

hq1.appsflyer.com/marketplace/integrated-partners/ltito.eskimi

My Apps Help English aurelija@eskimi.com

Meet People and Chat: E...

Change App

Dashboard

- Overview
- Protect360
- Activity
- Events
- Retargeting
- Retention
- Cohort
- Custom Dashboard
- People-Based Attribution

Reports

- Export Data
- Scheduled Reports
- Pivot

Engagement & Deep Linking

- OneLink Custom Links
- Branded Links
- Email
- Smart Banners
- Referrals

Configuration

- Integrated Partners**
- Validation Rules

Integrated Partners

eskimi

Showing 2 partners

ESKIMI Eskimi Ad Network

Retargeting Cost Ad Revenue View-through Audiences Data richness

ESKIMI Eskimi Agency

Showing 1 - 2 out of 2 partners

Filter by:

Partner status

- ☐ Active (1)

Partner capability

- ☐ In-app events (1)
- ☐ Retargeting (1)

Data richness

- ☐ Low (1)

Partner type

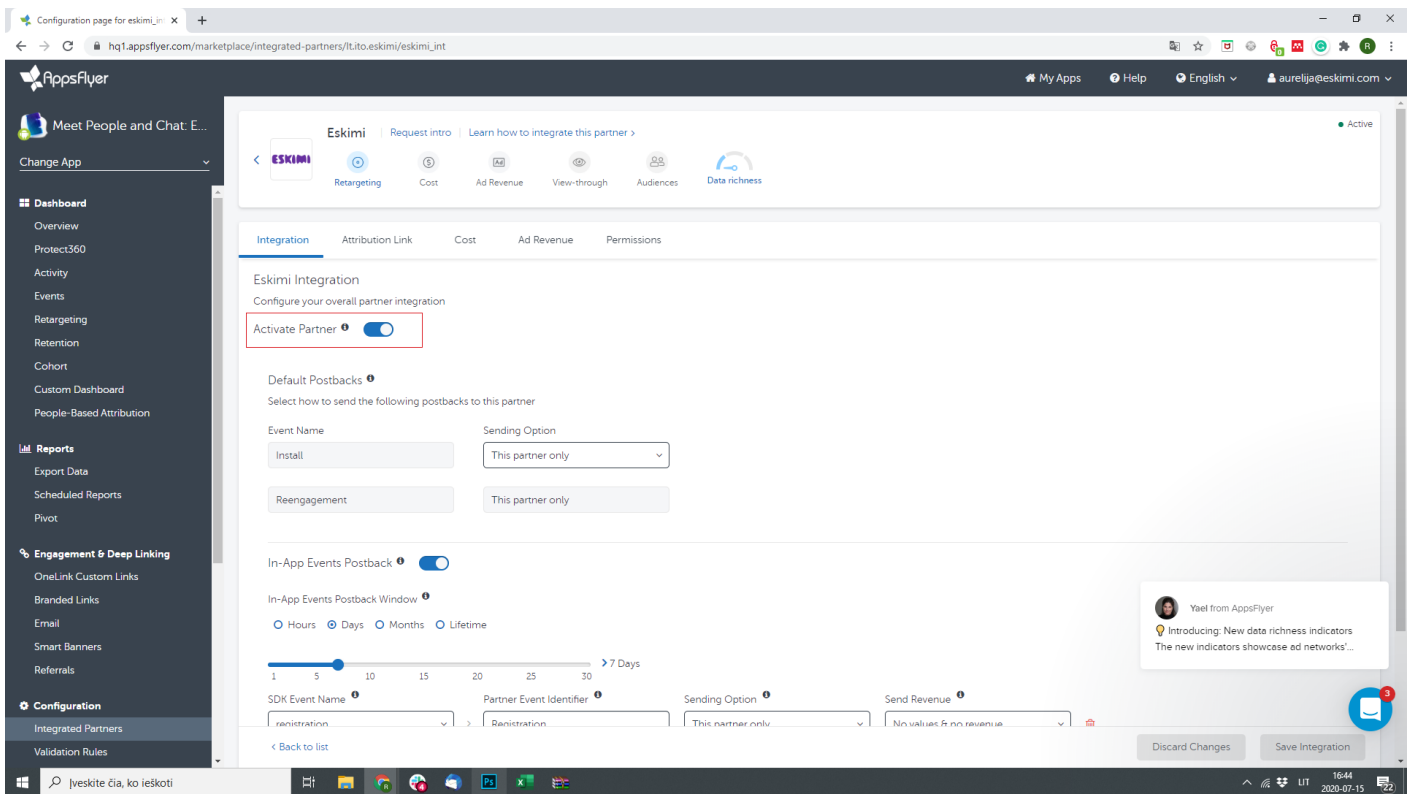
- ☐ Ad Network (1)
- ☐ Agency (1)

Yael from AppsFlyer

Introducing: New data richness indicators
The new indicators showcase ad networks'...

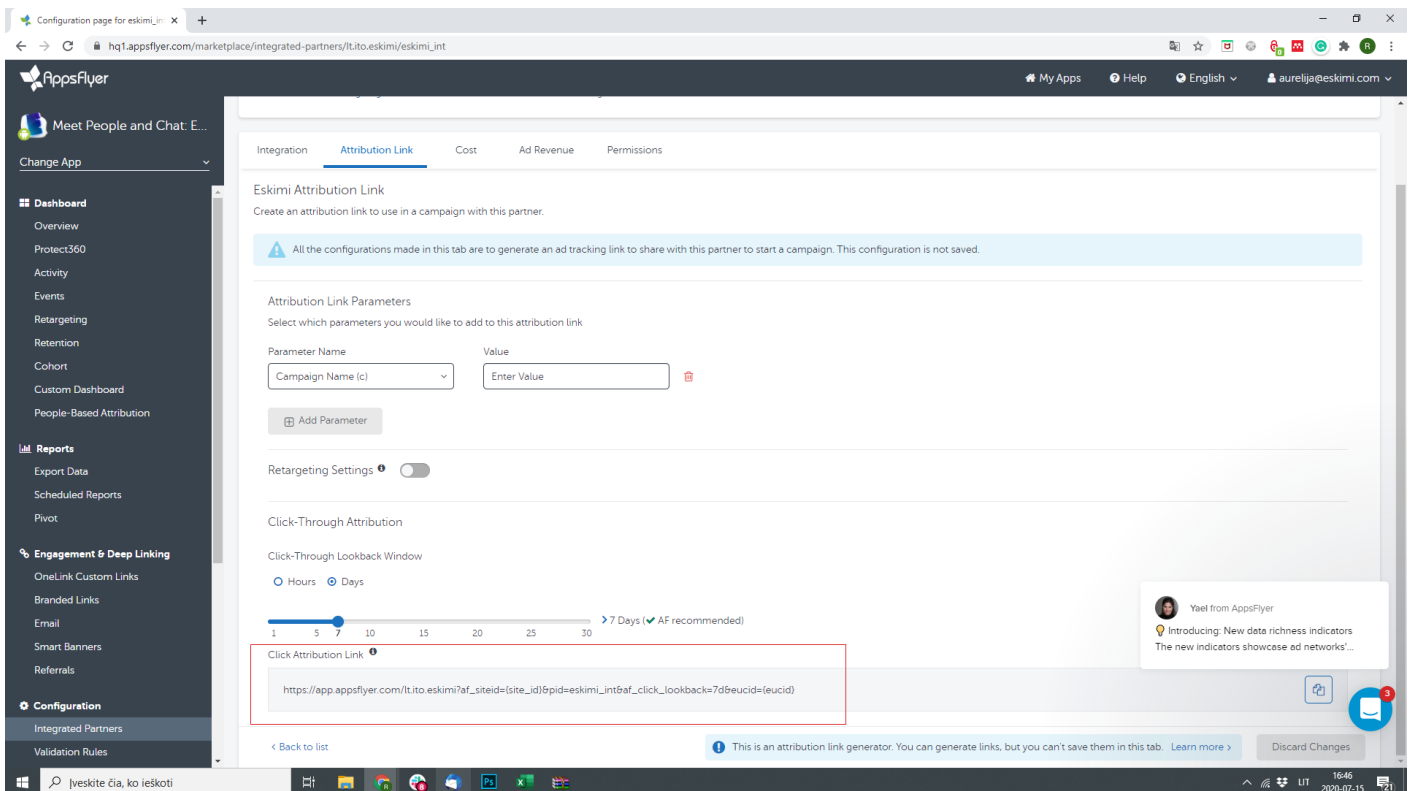
16:43 2020-07-15

4. Activate Partner



5. In-App events activation (not necessary), you can activate it as an additional thing. Such activation will allow us to see how users interact with the app after install. Be noted, that not all apps have in-app events, so it depends on the app which you are going to promote.

After Activating Partner, you should go to Attribution Link and share the Click-Trough Attribution link with us. This link will be used as a landing page for your link future campaign in Eskimi DSP.



Appsflyer in-app events tracking setup

To see in-app events tracking in Eskimi DSP, you need to enable in-app events tracking in Appsflyer dashboard and give events relevant names. To enable in-app events tracking for Eskimi DSP follow these steps:

1. Login to Appsflyer dashboard
2. Go to Integrated partners
3. Find Eskimi (Ad Network) and select it
4. Activate partner (if this is already done, skip this step)
5. Enable In-app events postback
6. Add event
 - **SDK event name** - Select the name of the event, as configured in the SDK integrated in your app. If the event is not on the list, enter the name and save it as custom
 - **Partner event identifier** - Select the unique name/ID of each event, the name/ID of your choice will be used in Eskimi DSP reporting
 - **Sending option** - Select the user sources, for which event postbacks are sent to Eskimi DSP
 - **Send revenue** - When selected, the event revenue value is sent to the partner in the postback - No values & No revenue (Eskimi DSP does not support this function)

In-app events postback 

Select which events you would like to send to this partner

SDK event name 	Partner Event Identifier 	Sending option 	Send revenue 
 Add Event			

Important: We recommend enabling Eskimi DSP (Agency) as integrated partner additionally, so Eskimi DSP team could check if all integration is setup correctly and make changes related with tracking if they will be needed.