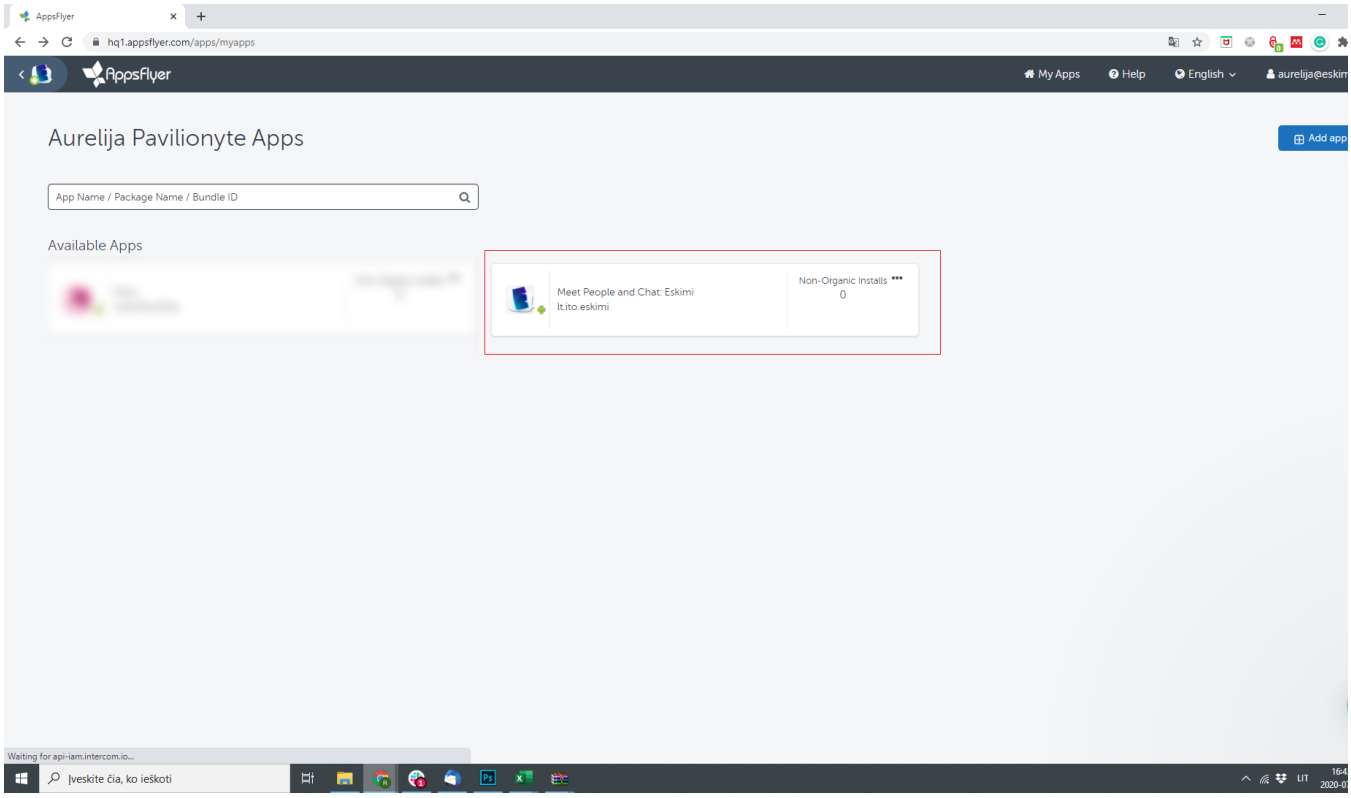
AppsFlyer

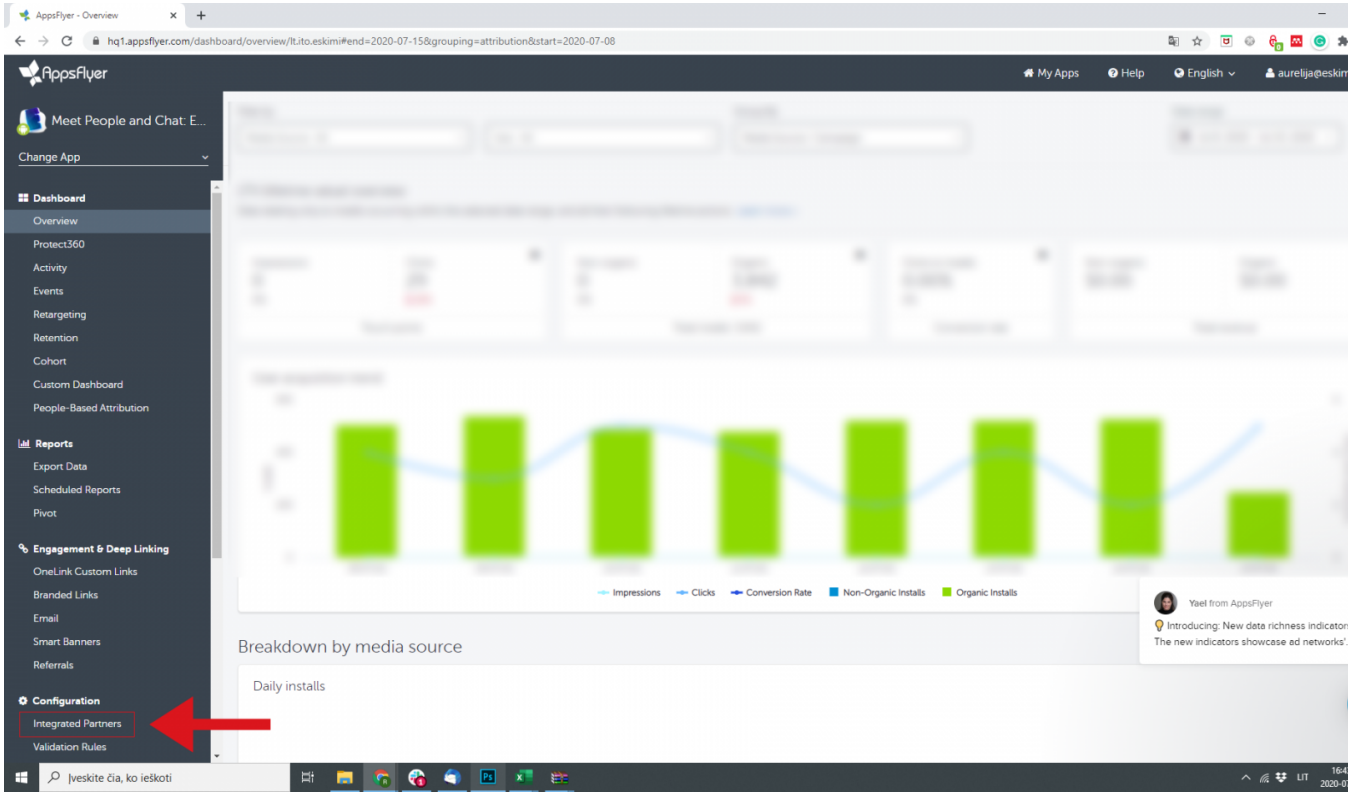
- AppsFlyer Integration Step by Step
- AppsFlyer In-App Events Tracking Setup

AppsFlyer Integration Step by Step

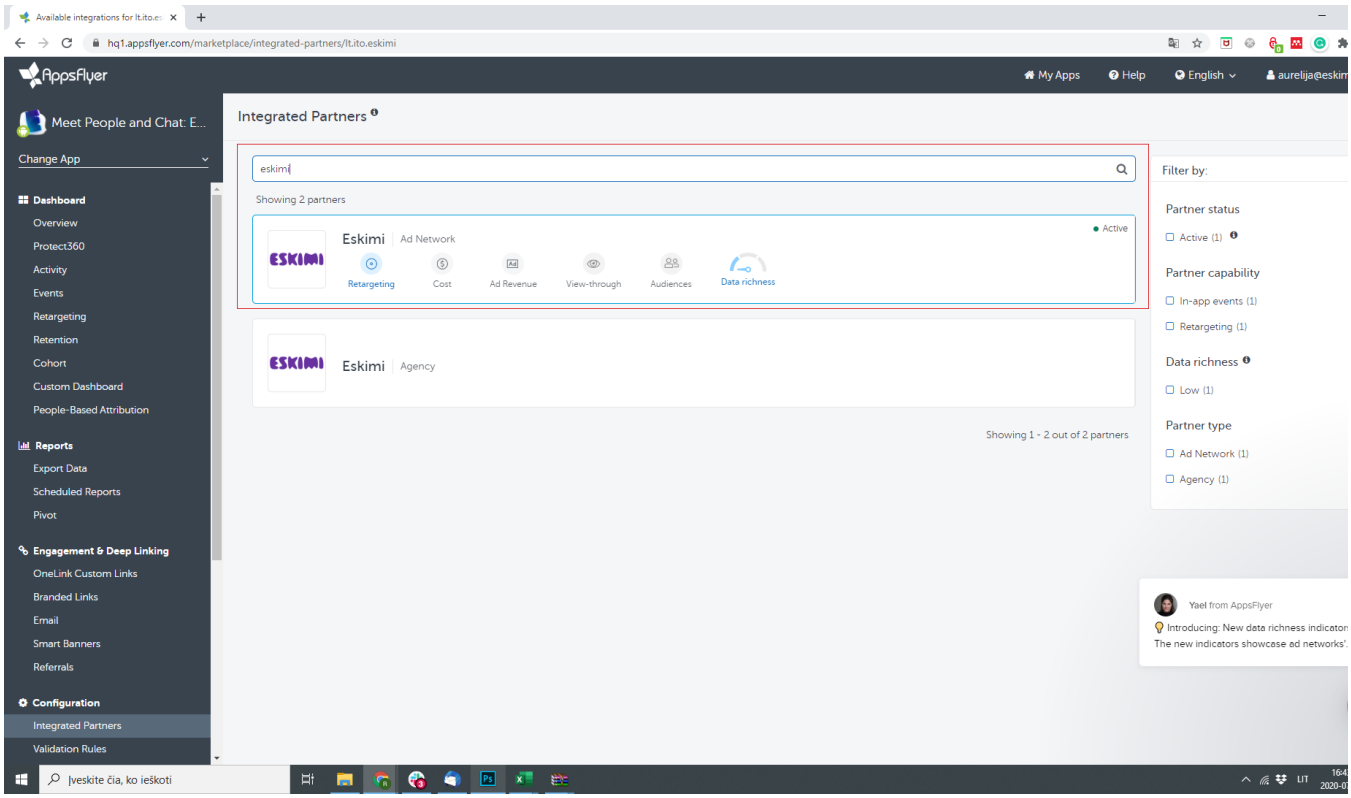
1. Chose your app which you are going to integrate with Eskimi



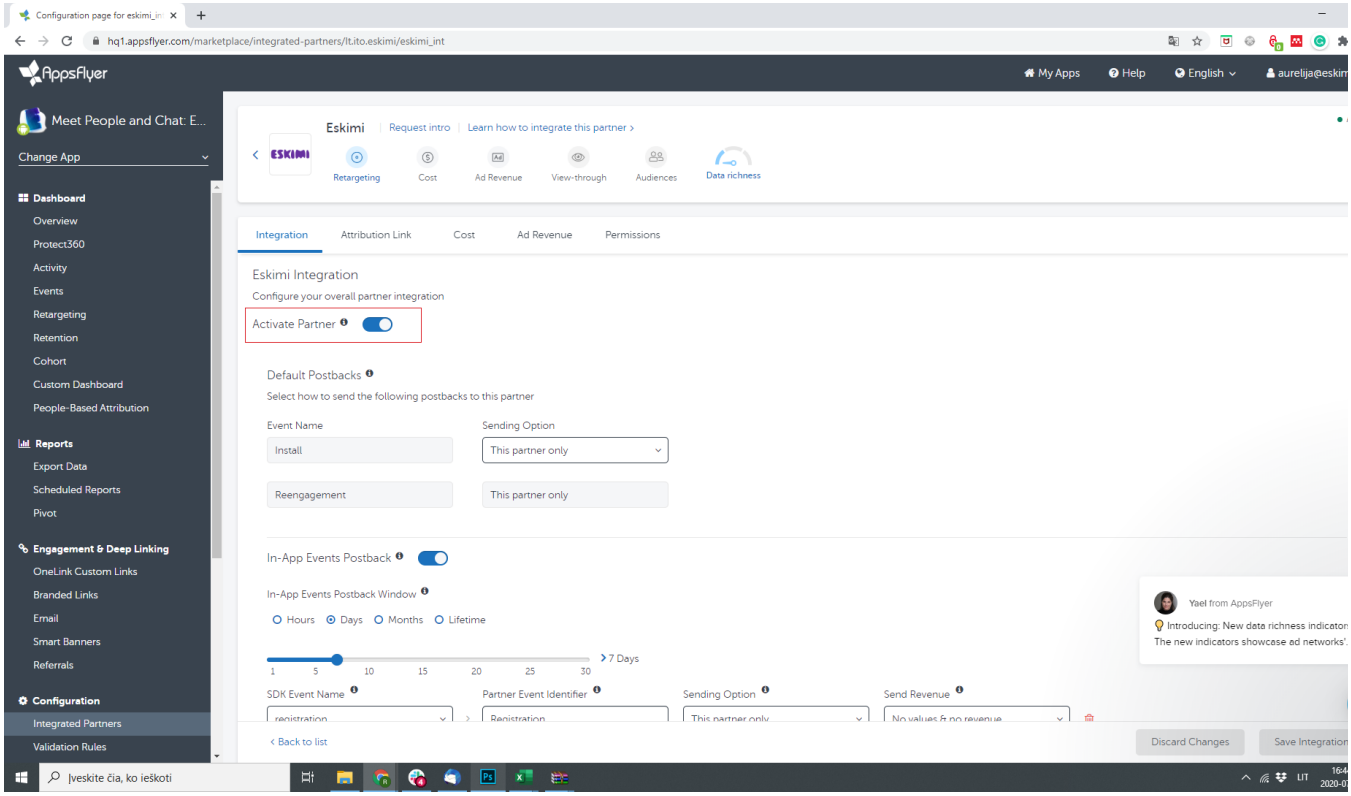
2. Go to Collaborate -> Partner Integrations



3. Find Eskimi

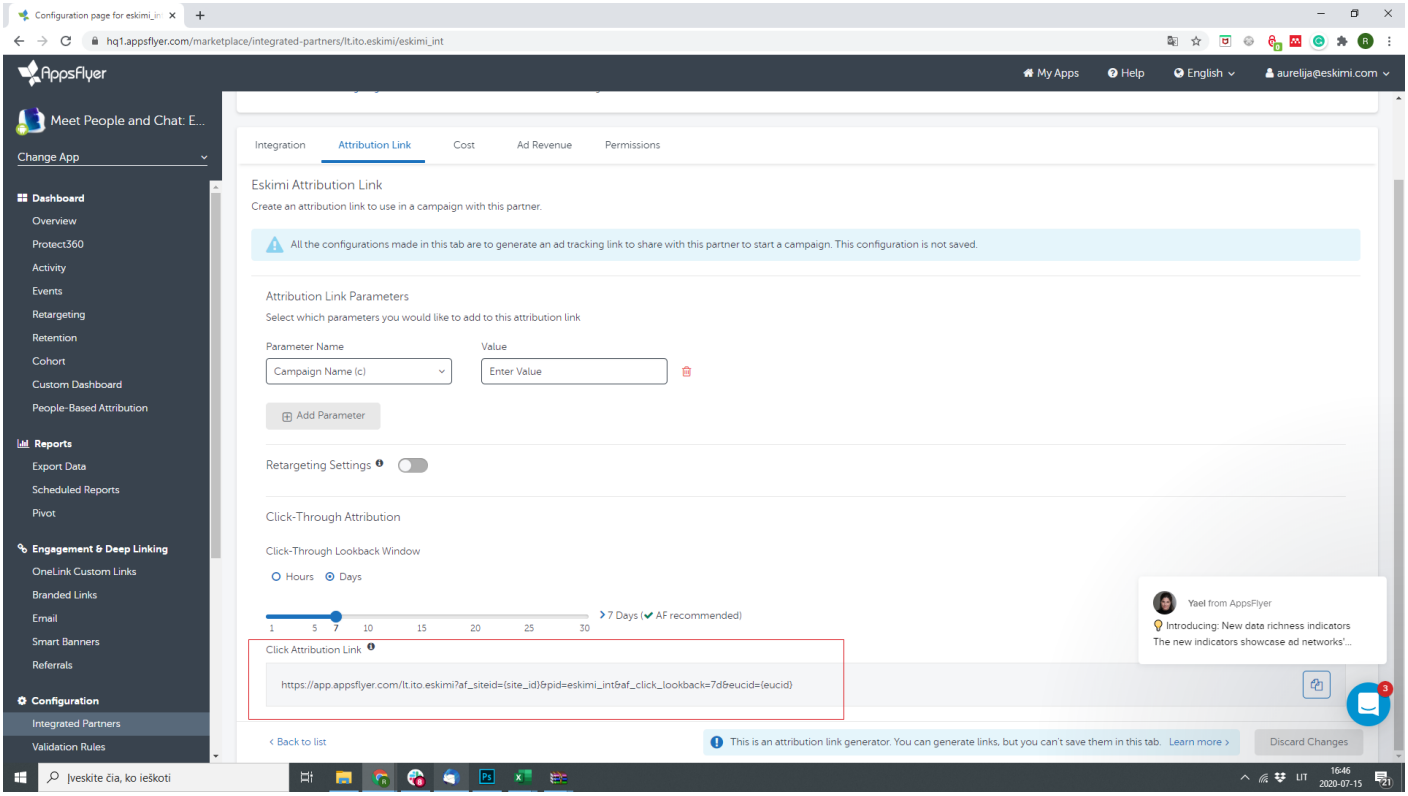


4. **Activate Partner**



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.

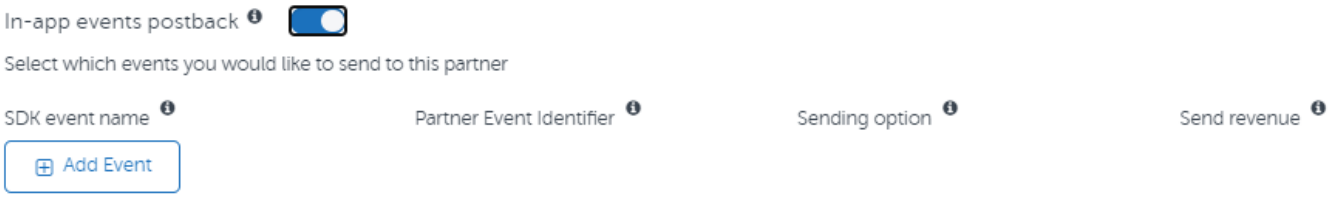
After Activating Partner, you should go to Attribution Link and share the Click-Trough Attribution link with us. This link will be used as a landing page for your future campaign in Eskimi DSP.


Configuration page for eskimi_int
hq1.appsflyer.com/marketplace/integrated-partners/lt.ito.eskimi/eskimi_int
AppsFlyer
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
Integration
Attribution Link
Cost
Ad Revenue
Permissions
Eskimi Attribution Link
Create an attribution link to use in a campaign with this partner.
All the configurations made in this tab are to generate an ad tracking link to share with this partner to start a campaign. This configuration is not saved.
Attribution Link Parameters
Select which parameters you would like to add to this attribution link
Parameter Name
Campaign Name (c)
Value
Enter Value
Add Parameter
Retargeting Settings
Click-Through Attribution
Click-Through Lookback Window
Hours
Days
1 5 7 10 15 20 25 30
7 Days (AF recommended)
Click Attribution Link
https://app.appsflyer.com/lt.ito.eskimi?af_siteid={site_id}&pid=eskimi_int&af_click_lookback=7d&eucid={eucid}
Yael from AppsFlyer
Introducing: New data richness indicators
The new indicators showcase ad networks'...
Back to list
This is an attribution link generator. You can generate links, but you can't save them in this tab. Learn more
Discard Changes
Įveskite čia, ko ieškoti
LIT
16:46
2020-07-15

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



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.