# Mobile Measurement Platforms

Tracking app installs and in-app events with AppsFlyer, Adjust and other partners.


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# General Information

General Information

# Mobile Measurement Partners & Eskimi

## Overview

App measurement and attribution are definitely one of the key driving forces of successful app performance. However, naturally, all of them will have clear limitations when it comes to data measurement. This article will go through the different limitations and alternatives when it comes to app data measurement on Eskimi DSP when using mobile measurement partners.

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## Terms

**Mobile Measurement Partners** such as AppsFlyer, Adjust, Kochava and Branch are attribution and analytics tools, which help you to attribute and analyze the effectiveness of your mobile marketing activities. MMPs are particularly helpful if you want to measure outcomes across several ad networks.

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## Limitation

The above-mentioned app measurement solutions give an in-depth understanding of how your app is performing on different media channels. However, Eskimi DSP has the opportunity to only display app installs and in-app events such as registration, sign-up, purchase.

Eskimi DSP cannot track other metrics besides app installs and in-app events from **AppsFlyer (Android only), Adjust, Kochava and Branch (iOS and Android).** This is because Eskimi DSP doesn’t have any API integration with these mobile measurement partners.

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## Way Forward: Mobile Measurement Partners

MMPs such as **AppsFlyer**, **Adjust**, **Kochava** are attribution and analytics tools, which help you to attribute and analyze the effectiveness of your mobile marketing activities. MMPs are particularly helpful if you want to measure outcomes across several ad networks.

Putting it simply, it helps you understand from which channels you are getting app installs and most importantly, which particular channels and campaigns are driving in-app actions.

Say that you are advertising on Facebook, Google, Eskimi – MMP's help you compare the different Ad networks side by side and show how effective each one of them is in achieving your KPI's.

Mobile measurement partners will show you what was the actual last click which led to a conversion, helping you to have a more accurate view.

Eskimi DSP supports AppsFlyer, Adjust, and Kochava's measurement solutions. This means that we support the top biggest mobile measurement partners.

To begin app advertising with Eskimi DSP, clients should ensure that one of the above-mentioned MMPs is integrated into the app which is going to be used during the advertising. Without the MMP Eskimi DSP **won't have the possibility to track installs and in-app events**. Additionally, Eskimi DSP will only be able to report app installs and app events on the dashboard. So attribution metrics, session rate, uninstall rate that is displayed on mobile measurement partner's platform won't be displayed on Eskimi DSP.

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# To finalize

App measurement is super important and it can be done with a lot of 3rd party measurement platforms such as Firebase, Adjust, AppsFlyer, and many more. Eskimi DSP with its multi-channel solution and wide range of MMP support allows clients to track app installs and in-app events directly Eskimi dashboard. However, some data won't be visible on the Eskimi DSP dashboard due to limited integration opportunities, but the full picture of the performance will be reached on the 3rd party measurement partner platform that the client will onboard.

# Firebase & Eskimi

## Overview

One of the main things we have encountered so far with App marketers is **the lack of knowledge about different mobile tracking/attribution partners**. There aren't many useful and easy to comprehend resources about comparing them, so it is hard to figure out which ones are essential to have and why you might sometimes need to use several tracking platforms. Let's start with the one that is very useful to have, which is Firebase.

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### What is Firebase?

**Google Firebase** is a Google-backed application development software that enables developers to develop iOS, Android and Web apps. Firebase provides tools for tracking analytics, reporting and fixing app crashes, creating marketing and product experiment.

It can be used for many different causes, and to bring it all together in one sentence: **"Firebase is Google's mobile application development platform that helps you build, improve, and grow your app."**

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## Limitation

**While Firebase is super useful for many analytics tasks, what it lacks is in the connection with major Ad Networks**. From the biggest one, it only supports Google Ads. This means that you can't accurately track the source of installs and in-app actions to evaluate the effectiveness of your app campaigns.

Additionally, it is not possible to export data from Firebase to other 3rd party platforms such as Eskimi DSP. This is because Eskimi DSP is not a part of Google's products. While **Google allows exchanging data only between Google products** such as between Google Analytics and Google Ads.

Eskimi DSP cannot track other metrics besides app install from **Firebase**, because Eskimi DSP isn't a part of Google products. While Google allows exchanging data only between Google products such as between Google Analytics and Google Ads.

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# Way Forward: Google Ads and Firebase Integration

Firebase, as mentioned earlier, is primarily connected with Google Ads. Through Eskimi’s Multi-channel solution, you can leverage Google Ads App campaigns to boost your app installs effectively. However, before diving into app advertising, it's crucial to ensure that your Firebase and Google Play Store accounts are linked to track app installs on Google Ads.

To link Google Play to Firebase, follow this documentation: Link Google Play to Firebase.

For iOS app advertising via App campaigns, it's imperative to link your Google Ads and Firebase accounts. Detailed documentation for this integration can be accessed here: Google Ads and Firebase linking.

When advertising with Google App campaigns, sharing the Google Play link with Eskimi Adops along with relevant display and/or video ads is essential. Google Play, being a part of the Google product ecosystem, is directly integrated with Google Ads, eliminating the need for additional integrations for Android app advertising.

# Adjust

# 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.

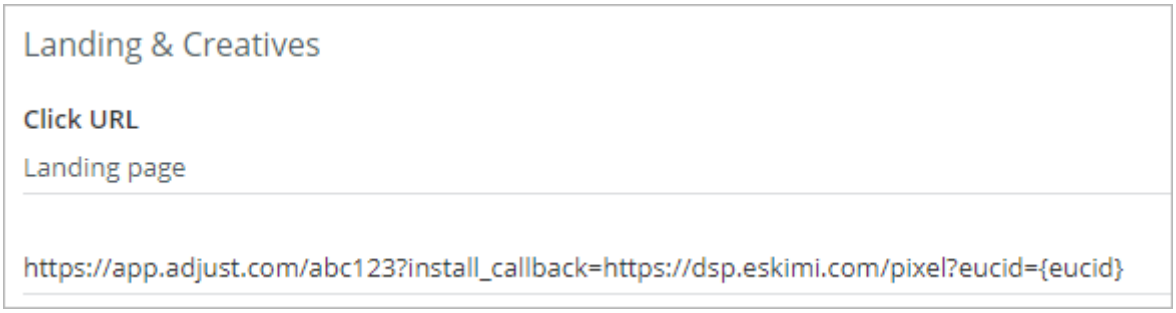
When Adjust click-based tracker URL is created, callback URL should be added. Otherwise, app installs will not appear in Eskimi DSP dashboard.

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

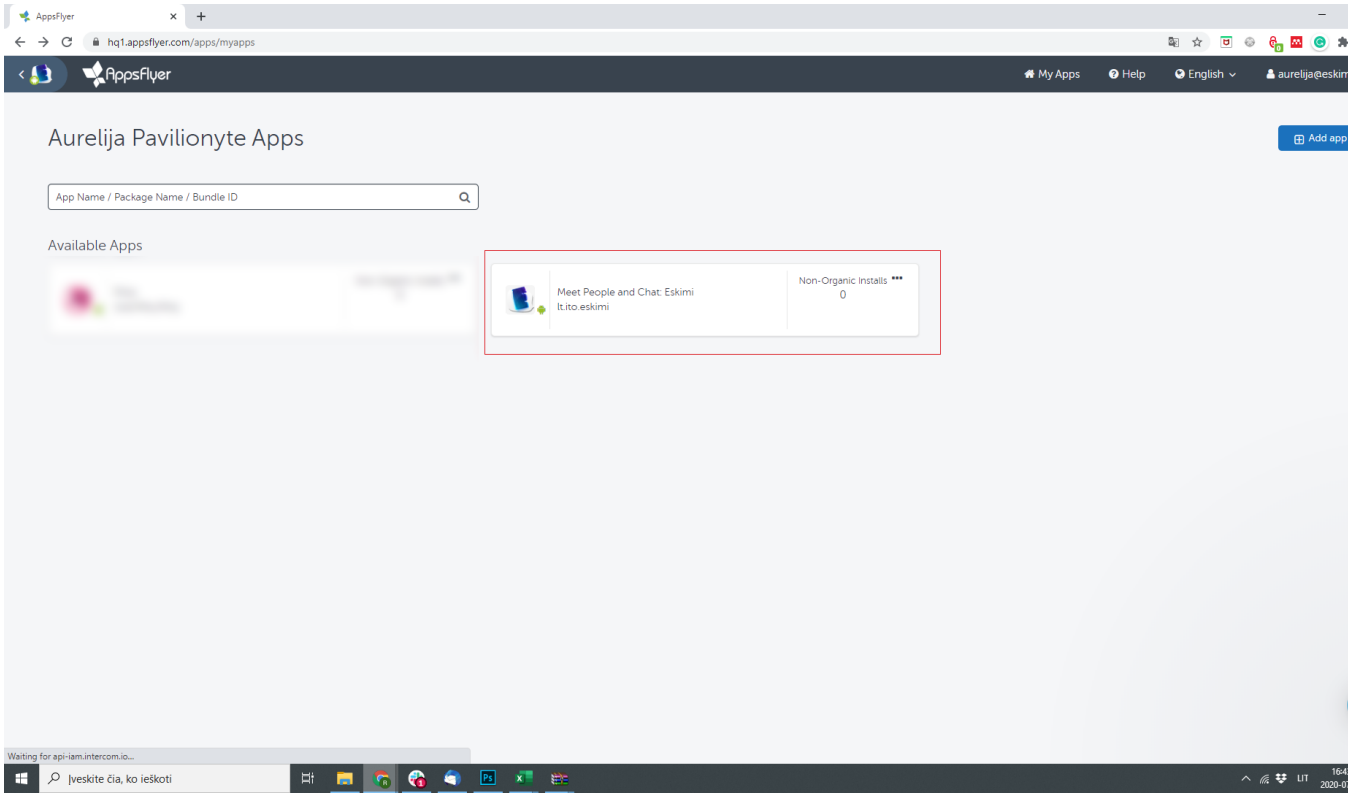
If you still face any major discrepancy issue, reach out to support@adjust.com

# AppsFlyer

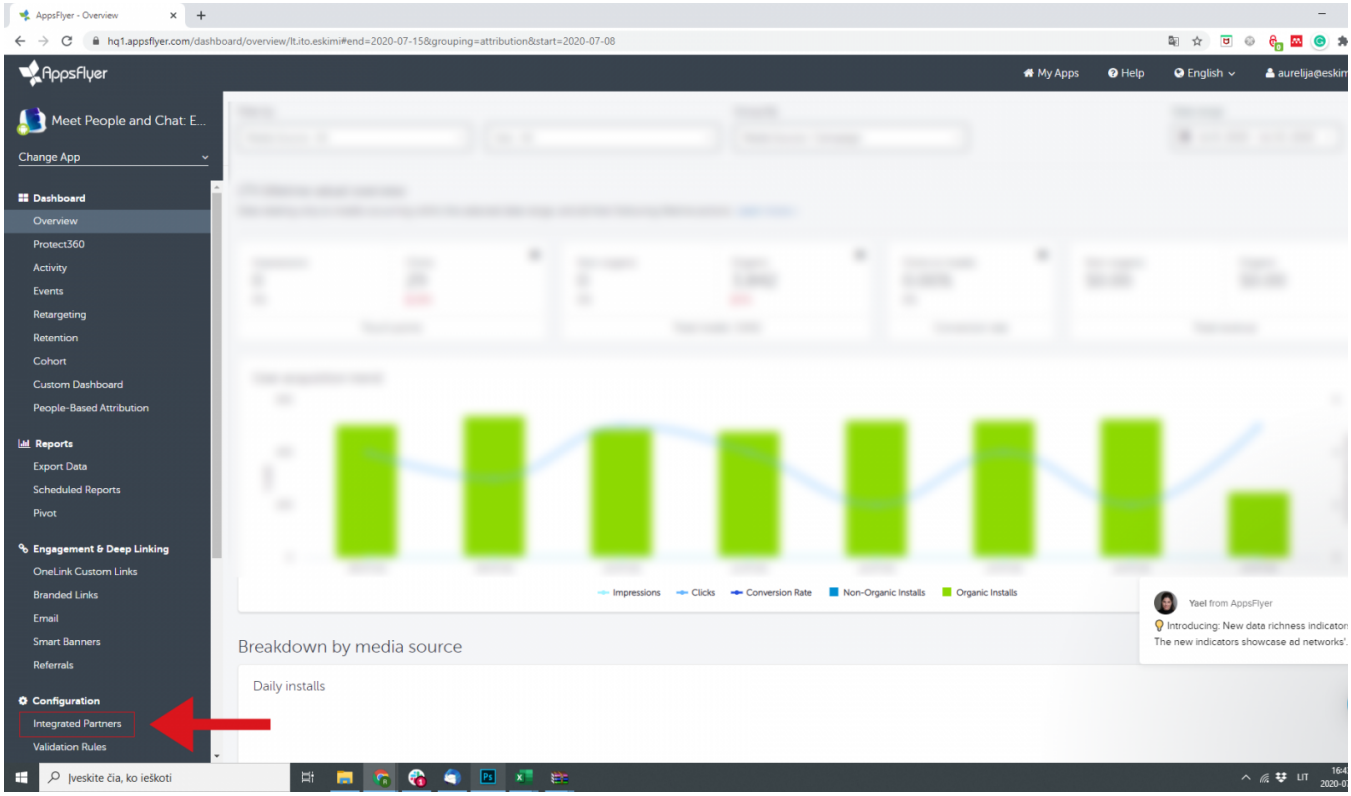
AppsFlyer

# AppsFlyer Integration Step by Step

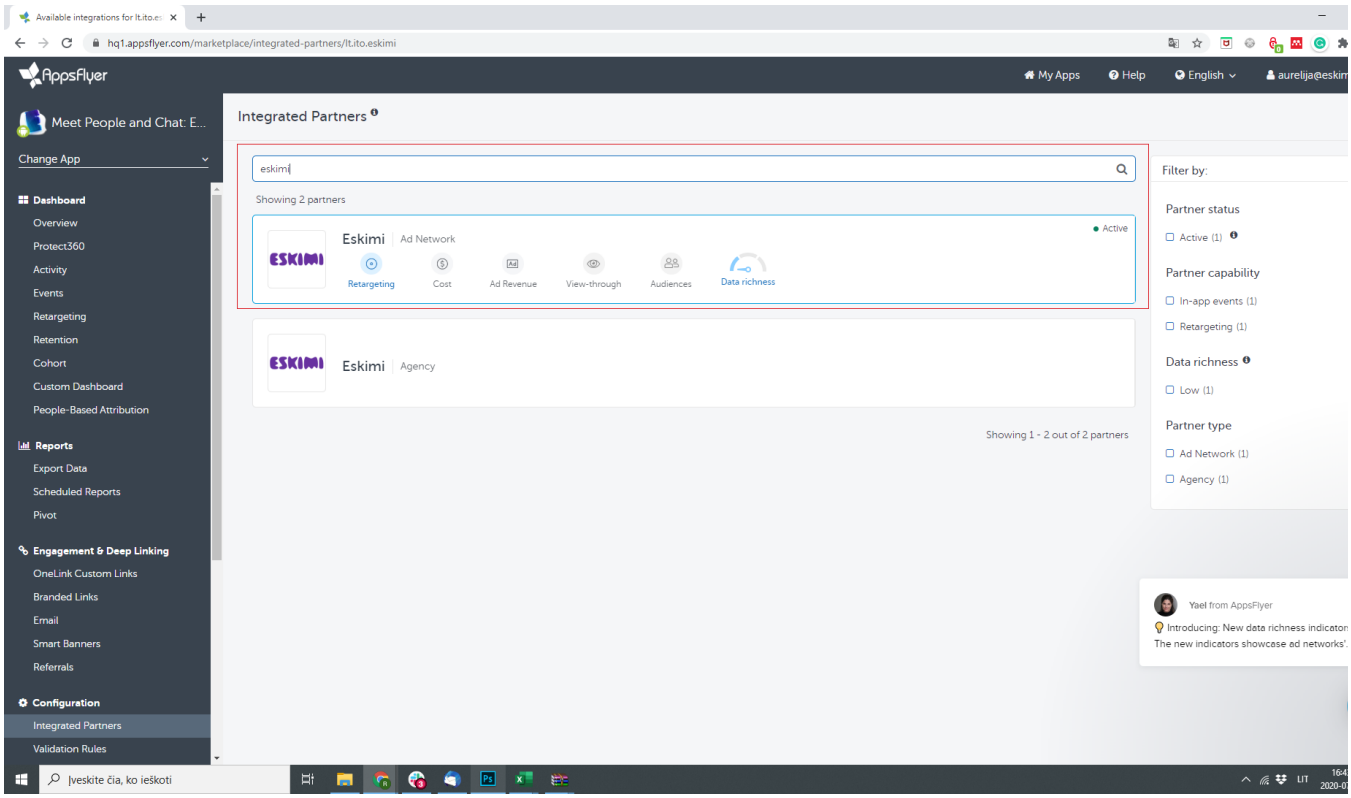
1. Chose your app which you are going to integrate with Eskimi



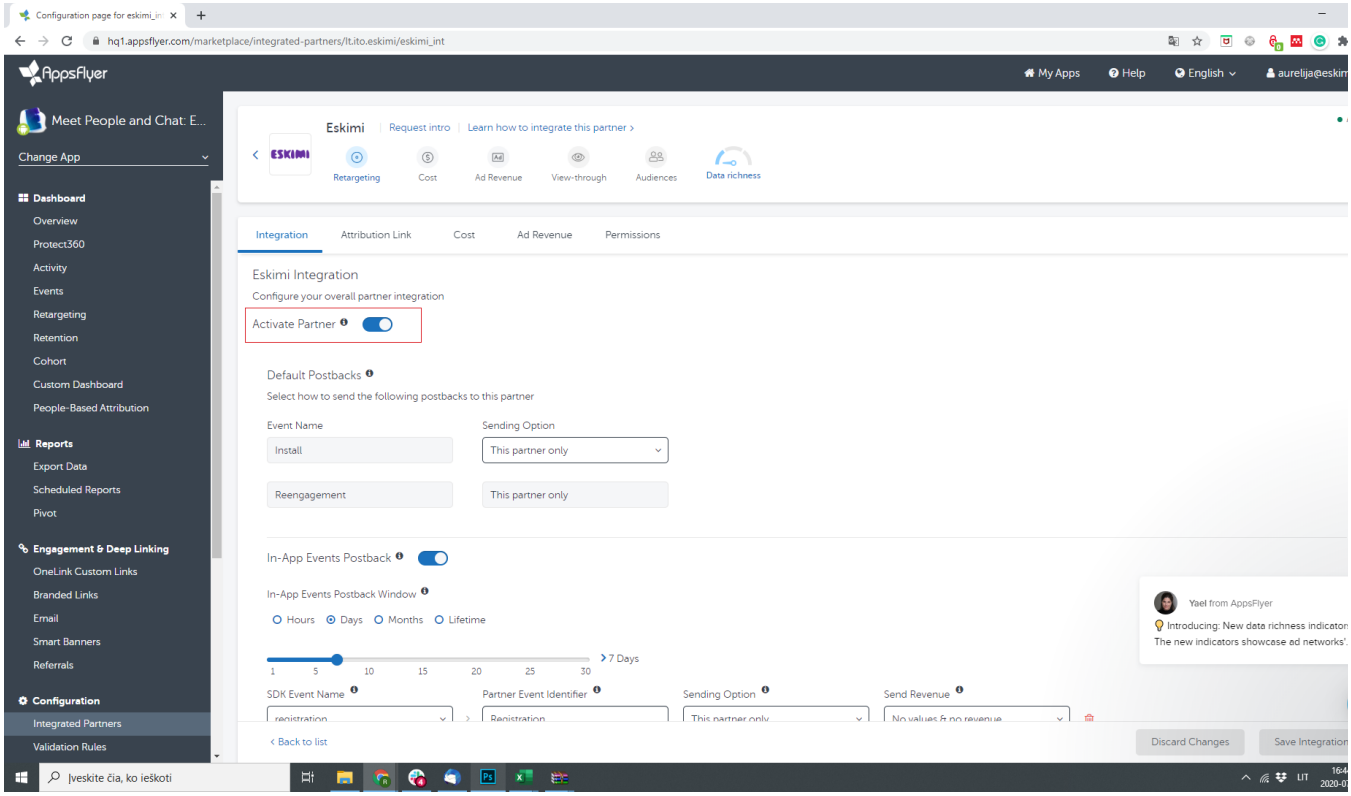

2. Go to Collaborate -> Partner Integrations




3. Find Eskimi

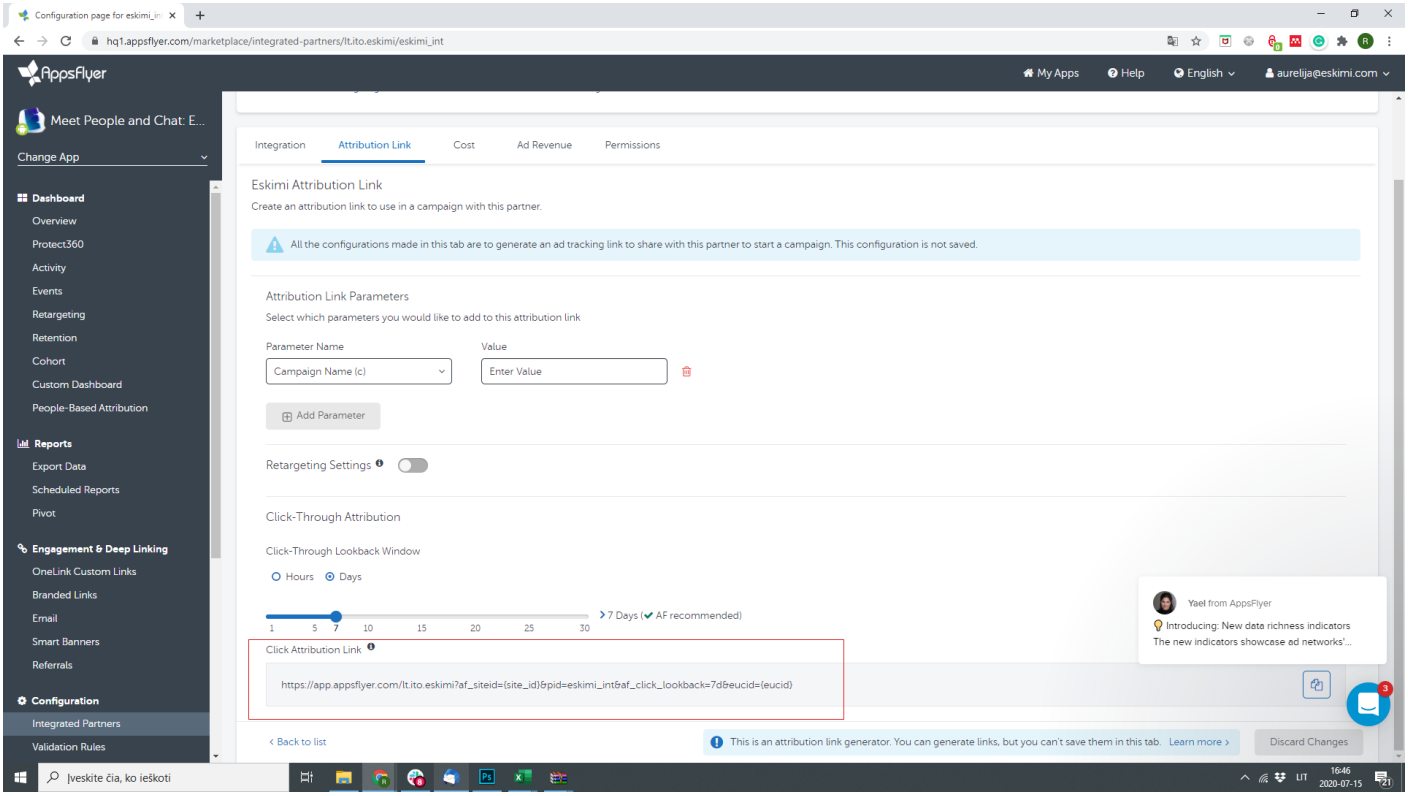



4. **Activate Partner**




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.

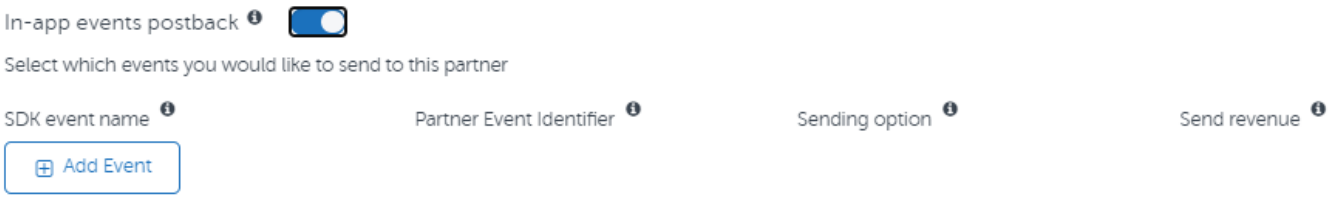
After Activating Partner, you should go to Attribution Link and share the Click-Trough Attribution link with us. This link will be used as a landing page for your future campaign in Eskimi DSP.


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.