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.

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