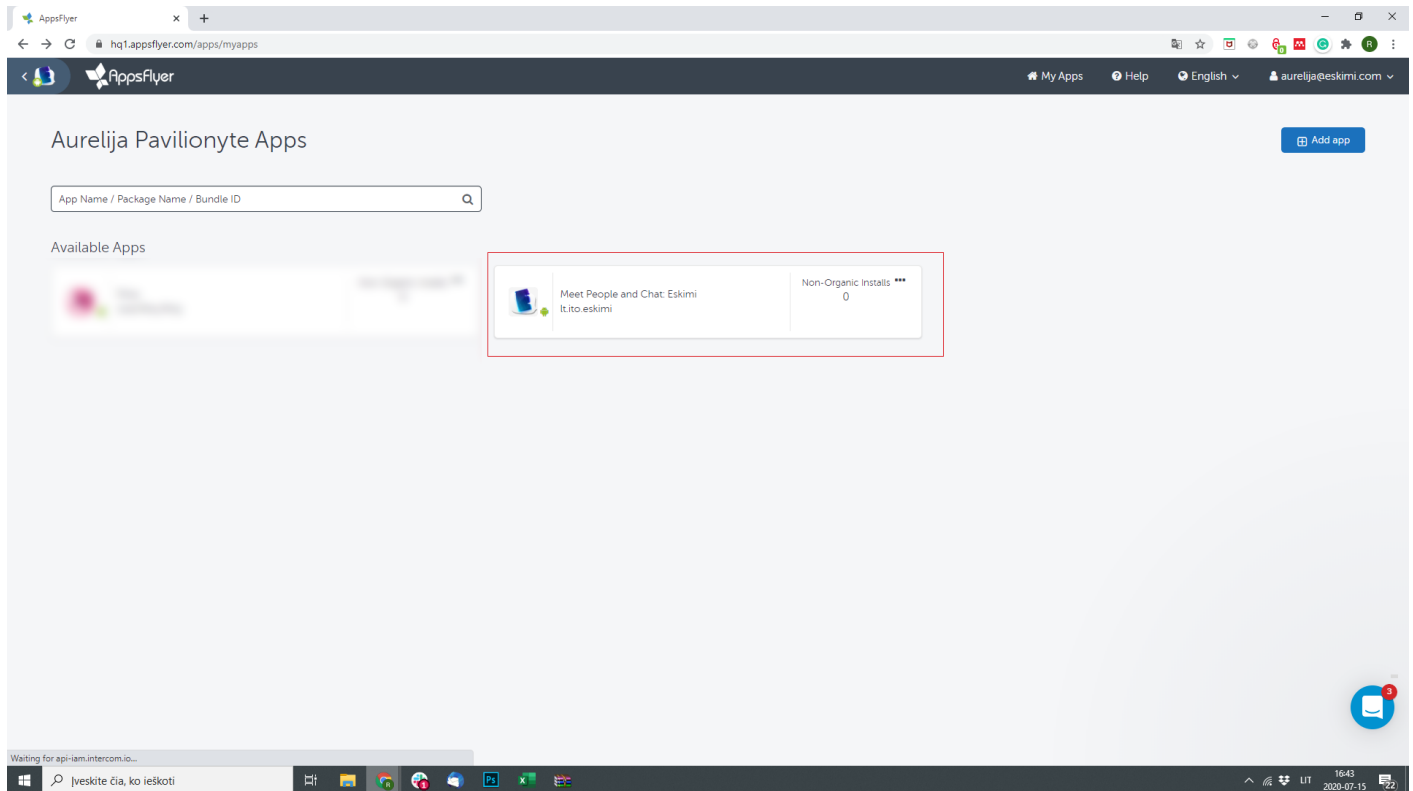


# AppsFlyer integration step-by-step

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



2. Go to Configuration -> Integrated Partners

Appsflyer - Overview

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'...

### 3. Find Eskimi

Available integrations for It.tito: x

Appsflyer

Meet People and Chat: E...

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Integrated Partners

eskimi

Showing 2 partners

- Eskimi | Ad Network** • Active
  - Retargeting
  - Cost
  - Ad Revenue
  - View-through
  - Audiences
  - Data richness
- Eskimi | Agency

Showing 1 - 2 out of 2 partners

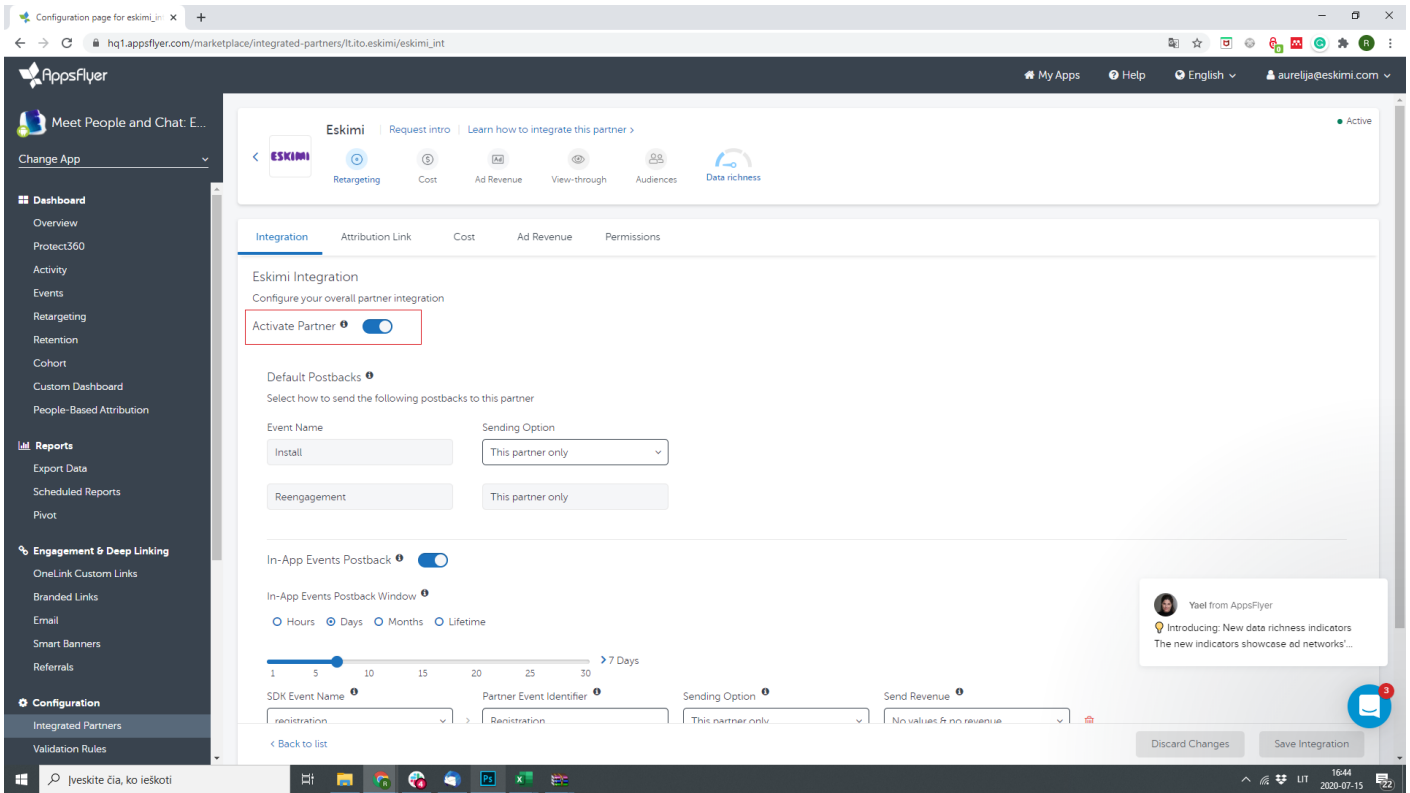
Filter by:

- 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'...

### 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.

