

Android application installs tracking

Currently, Eskimi DSP only supports 3 ways to track Android application installs for CPA campaigns:

1. [Easy] Native Android framework library.

Description. This option is only for native Android framework applications and requires a technical person to integrate it. [More details](#)

2. [Medium] Already integrated analytics tracker's webhook or postback configuration with Eskimi DSP ad network.

Description. Most analytics have the capability to add webhook or post back to an ad network or a custom URL after each install.

a) the client should set up an advertising URL with custom parameter `click_id` in its analytics tracker, e.g. `https://your.tracker.generated/url?click_id={xxx}`, where `{xxx}` value will be filled by Eskimi DSP and add it to Eskimi DSP campaign click URL.

b) the client should configure webhook or post back to `https://dsp.eskimi.com/pixel?eucid={xxx}` via HTTP GET method after every install, where `{xxx}` is `click_id` parameters value passed on install.

Note. Not all trackers have the ability to add Eskimi DSP as Ad Network (e.g. Firebase) and this integration also requires testing with partners.

3. [Hard] Custom integration of Eskimi DSP tracking.

Description. Eskimi team generates advertisement URL for the android application and the client needs to create `INSTALL_REFERRER` intent's broadcast listener which URL decodes it and then checks if `utm_source="eskimidsp"`, if yes call `https://dsp.eskimi.com/pixel?eucid={xxx}`, where `{xxx}` is `utm_content` value.

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