Tracking Beyond App Metrics on 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 Firebase and other mobile measurement partners.

Terms

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.

Mobile Measurement Partners 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.

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 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.

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

Way Forward: Google Ads

Eskimi DSP gives the opportunity for clients to run Google UAC (Universal App Campaigns). UAC allows to track app installs for client's Android app. Before heading to the campaign, clients must ensure that the Firebase app is linked with Google Play. **Documentation:** http://bit.ly/3aqp7X6.

Google Play link should be shared with Eskimi Adops with relevant display and/or video ads for advertising. Google Play as one of the Google products is directly connected with Google Ads. Therefore, no additional integrations are needed for Android app advertising.

For iOS App advertising by UAC, Google Ads and Firebase accounts should be linked. **Documentation:** http://bit.ly/3rgAAiv.

Way Forward: Mobile Measurement Partners

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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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