adjust

SKAdNetwork integration for Networks

Oct-2020 revision

While we at Adjust still believe that accurate consent-based deterministic attribution and measurement will provide the best insights into app performance marketing beyond the iOS14 update, we are building tools to facilitate SKAdNetwork measurement and reporting for our clients.

Advertiser perspective

- Adjust will expose two SKAdNetwork modes built into the SDK:
    - **Auto [default]**
        - registerAppForAdNetworkAttribution() will be invoked automatically
        - Adjust will manage the Conversion Value updates based on the server-side configuration in Adjust dashboard
    - **Disabled**
        - Adjust won't invoke any methods or set any values related to SKAdNetwork

- SKAdNetwork campaign performance will be first reported in a separate dashboard view and reporting APIs.

Network perspective

- Adjust will collect, validate, aggregate and report on SKAdNetwork postbacks we'll be receiving from the Networks
- Adjust will relay SKAdNetwork postbacks as-is to the advertisers
- Ad Networks are expected to manage the mapping of campaign-id values to Network's own cost dimensions
- Adjust preferred way of collecting SKAdNetwork postbacks is via realtime postbacks.

Ad serving

In order to leverage SKAdNetwork attribution, Apple requires the native App Store card to be displayed instead of former redirects, otherwise an install might not be attributed properly. Network is expected to invoke loadProduct() and display an app-store modal via SKStoreProductViewController in this new flow.

While an iOS store card provides a better experience for the user (the app can be downloaded right there and the card can then be closed keeping the user in the original app), those using redirects to track (including Adjust's on-click redirects) would need to update the implementation. In order to still pass Adjust click / impression data, without interfering with user experience, please make sure to check below points:

- Append **&redirect=none** to click URLs when using SKAdNetwork flow
- Make sure to trigger loadProduct() with proper signed values as described in Apple's docks
- Invoke click URL separately from the x for tracking purposes (or do it in a hidden webview)
- Replace final webview/redirect with native SK store modal (via SKStoreProductViewController)

SKAdnetwork Install Postbacks

Adjust will collect and process individual postbacks as they arrive from the Networks.

Postbacks are to be sent to the pre-agreed endpoint:
https://app.adjust.com/skadnetwork/**<sk_network_token>**

Specific **sk_network_token** to use should be obtained from the Integrations team at Adjust.

Adjust supports two methods of structuring the payload: Adjust payload and Apple payload. For the networks utilizing click URLs in their setup Adjust payload structure is recommended, but both would be technically supported.

If both payloads are present, Adjust will only process Adjust payload.

Advertised apps are required to be validated for SKAdNetwork on Adjust's side. Advertisers should reach out to the Technical Account Manager or a representative at support@adjust.com for the validation.

Adjust payload structure

In order to simplify data mapping on both sides when using adjust payload structure, Ad Network should utilize the complete click URL already stored per campaign to send SKAdNetwork postbacks to Adjust:

1. Use existing click url stored per campaign as your base (red+green blocks in the example)
2. Replace the endpoint portion with the skadnetwork one using your network token (red part with orange part):
   https://app.adjust.com/skadnetwork/<sk_network_token>**?tracker=**
3. Append the new parameters (purple part, parameters bonded)
   a. **sk_payload** [required] – complete SK payload json as received from Apple (url-encoded)
   b. **sk_ts** – UNIX timestamp (in seconds) of when the original postback was received by the Network (**required** if postbacks are delivered in batches or otherwise delayed)
   c. **ip_address** – source IP address of the original postback
   d. **user_agent** – useragent of the original postback

Click URL (what you use for clicks already):

https://s2s.adjust.com/abc123?campaign={campaign_id}&adgroup={publisher_id}&creative={creative_id}&the_rest_of_adjust_parameters..

Corresponding extended SK install postback:

https://app.adjust.com/skadnetwork/<sk_network_token>?tracker=abc123&campaign={campaign_id}&adgroup={publisher_id}&creative={creative_id}&the_rest_of_adjust_parametrs..&sk_ts=1597151456&ip_address=10.10.10.10&user_agent=Mozilla%2F5.0%20%28iPod%3B%20U%3B%20CPU%20iPhone%20OS%204_3_3%20like%20Mac%20OS%20X%3B%20ja-jp%29%20AppleWebKit%2F533.17.9%20%28KHTML%2C%20like%20Gecko%29%20Version%2F5.0.2%20Mobile%2F8J2%20Safari%2F6533.18.5&sk_payload=%7B%0A%20%20%22version%22%20%3A%20%222.0%22%2C%0A%20%20%22ad-network-id%22%20%3A%20%22com.example%22%2C%0A%20%20%22campaign-id%22%20%3A%2042%2C%0A%20%20%22transaction-id%22%20%3A%20%226aafb7a5-0170-41b5-bbe4-fe71dedf1e28%22%2C%0A%20%20%22app-id%22%20%3A%20525463029%2C%0A%20%20%22attribution-signature%22%20%3A%20%22MDYCGQCsQ4y8d4BlYU9b8Qb9BPWPi%2Bixk%5C%2FOiRysCGQDZZ8fpJnuqs9my8iSQVbJO%5C%2FoU1AXUROYU%3D%22%0A%20%20%22redownload%22%3A%201%2C%0A%20%20%22source-app-id%22%3A%201234567891%0A%20%20%22conversion-value%3A%2020%0A%7D

Note:

1. The resulting URL should be invoked as **HTTP GET** request.
2. Make sure all macros are populated in the SK Install postback request

Apple payload structure

Adjust natively supports JSON payload structure described in Apple's docs as-is. Required parameters:

- version
- ad-network-id
- campaign-id
- transaction-id
- app-id
- attribution-signature
- redownload
- source-app-id
- conversion-value

Additional parameters that Adjust prefers to receive in the JSON payload

- Adjust-specific parameters for the mapping (same as in click URL)
    - **adjust-tracker** – 6/7-character Adjust tracker token
    - **adjust-campaign**, **adjust-campaign-id** (real network campaign id in cost terms regardless of how campaign-id of the
    - **adjust-adgroup**, **adjust-adgroup-id**
    - **adjust-creative, adjust-creative-id**
- Additional parameters to described SK postback received by the network
    - **timestamp** – UNIX timestamp (in seconds) of when the original postback was received by the Network (required if postbacks are delivered in batches or otherwise delayed)
    - **ip-address** – source IP address of the original postback (if reposted by the Network)
    - **user-agent** – useragent of the original postback (if reposted by the Network)

URL:

https://app.adjust.com/skadnetwork/**<sk_network_token>**

Body:

```
{
 "source-app-id" : 123456789,
 "app-id" : 987654321,
 "attribution-signature" : "xxxxxxxxxxx",
 "campaign-id" : 1,
 "transaction-id" : "6aafb7a5-0170-41b5-bbe4-fe71dedf1e28",
 "conversion-value" : 1,
 "version" : "2.0",
 "ad-network-id" : "xxxxxxxxx.skadnetwork",
 "redownload" : true,
 "adjust-tracker": "abc123",
 "adjust-campaign": "test_campaign_name",
 "adjust-campaign-id": "test_campaign_id",
 "adjust-adgroup": "test_adgroup_name",
 "adjust-adgroup-id": "test_adgroup_id",
 "adjust-creative": "test_creative_name",
 "adjust-creative-id": "test_creative_id",
 "timestamp": 1597151456,
 "ip-address": "10.10.10.10",
```

```
 "user-agent": "Mozilla/5.0 (iPod; U; CPU iPhone OS 4_3_3 like Mac OS X;
ja-jp) AppleWebKit/533.17.9 (KHTML, like Gecko) Version/5.0.2 Mobile/8J2
Safari/6533.18.5"
}
```

Note:

1. The resulting URL should be invoked as an HTTP **POST** request, with
   "**Content-Type: application/json**".
2. While this method is compatible with the 307 redirect approach, Adjust
   doesn't recommend unless it is officially confirmed by Apple.

Extended Engagement calls

While each Network might implement different campaign-id encoding, Adjust is
required to not only verify the install signature (which requires
campaign-id), but also map it to prior engagements and corresponding costs.

For that purpose Adjust expects Network to provide the mapping information via
the engagement call whenever possible.

For the avoidance of doubt Adjust does recommend sending available mapping
info on both engagement and SKAdNetwork postback. Adjust will be storing the
data received on both sides and will be linking the data at reporting time.

Adjust will detect and store values of **sk_network_id, sk_campaign_id,
sk_network_token** parameter passed alongside engagement (client side or s2s,
with or without redirects) to report engagement counters and costs alongside
SKAdNetwork-based installs and redownloads.

Click URL (existing):

https://s2s.adjust.com/abc123?campaign={campaign_id}&adgroup={publisher_id}&creative={creative_id}&s2s=1

Click URL (to invoke):

https://s2s.adjust.com/abc123?campaign={campaign_id}&adgroup={publisher_id}&creative={creative_id}&s2s=1**&sk_network_id**=qgugw9aumk.skadnetwork**&sk_campaign_id**=50&**sk_network_token**=bcd345