AudienceAnywhere

Optimize, Third-Party SDK Providers

CONTENTS

OVERVIEW

This document will provide you guidance on what is needed to track App Properties (conversion environment) within Barometric.

INTEGRATED THIRD-PARTY SDK PROVIDERS

The following are the SDK Providers Claritas currently works with:

- Appsflyer

- Branch

- Kochava

- Adjust

STEPS TO SETUP APP TRACKING

1. Setup each individual App property within the Barometric dashboard.
   - If you want to track iOS and Android, two separate properties will need set up.

2. After setting up each property, you will need to retrieve the property IDs from the Barometric Dashboard.

3. The property IDs will need to be provided to the SDK Provider or the team setting up the property.
   - The property IDs will be associated with the corresponding field in the third-party's Dashboard.

4. During setup in the third-party Dashboard, the team setting up the campaign will need to make sure the SDK is sending the Barometric postback all installs/events, regardless of attribution.

This part may be different for each SDK provider:

Appsflyer

Appsflyer has a field called "Sending Options" for each event. A dropdown menu will have options to be selected.

Link to Appsflyer Documentation.

Branch

Branch has a field called "All Events" for each. A checkbox will need checked for each event. The postback needs to be setup as an "Ads partner".

Link to Branch Documentation.

Kochava

Link to Kochava Documentation.

Adjust

Link to Adjust Documentation.

Note: The documentation links above may not be the only instructions available for the third-party SDK provider. We recommend reaching out to the third-party's support team for any additional assistance and/or clarification on setup.

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