Yandex.Direct

Sending data about mobile app installs

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Contents

Introduction

In order to evaluate the effectiveness of mobile app advertisements, it is important to track which clicks on ads led to installing the app. Tracking systems perform this function.

When a user clicks on an ad, Yandex.Direct passes the click ID to the tracking system. The tracking system monitors app installations and launches, and associates an installation with a particular click.

In addition, the tracking system can send a postback to Yandex.Direct with data for each installation of the app. In this case, conversion data appears in Yandex.Direct statistics, and the automatic strategies Average price per app install and Weekly budget: maximum number of installations become available.

Yandex.Direct currently supports the tracking systems listed in Analytics for Ads for Mobile Apps that use tracking systems in the Help for Direct.

To add support for your own tracking system, follow these steps:

1. Submit an application using the feedback form. Include the following information in your application:

    •   The domain name that will be used in the tracking link in ad parameters.

    •   An example of the tracking link that specifies all the substitution parameters you use.

    •   The method for getting access when sending postbacks. See the section Sending a postback.

    You will be notified when your application has been processed. From that time, you will be able to use the specified domain name in the tracking link in ad parameters in Yandex.Direct and send postbacks.

2. Configure the tracking link so that you will get the click ID from Yandex.Direct. See the section Getting the click ID.

3. Set up sending postbacks in Yandex.Direct. See the section Sending a postback.

Getting the click ID

Depending on the tracking system features, there are two ways to set up the tracking link.

Option 1: the URL for sending a postback can be passed in the tracking link

If the URL for sending a postback can be passed as a tracking link parameter, this parameter must specify the request that is described in Sending a postback. The request must contain the parameter `reqid={LOGID}`. Yandex.Direct substitutes the click ID in place of the `{LOGID}` macro. After an app installation, the tracking system sends the postback to the specified URL.

Attention!
The token (the `pass-phrase` parameter) must not be used in the tracking link transmitted to advertisers.

Tracking link example

```
app.adjust.com/z5zbnp?install_callback=http%3A%2F
%2Fpostback.yandexadexchange.net%2Fpostback%3Freqid%3D{LOGID}%26app-user-agent
%3D%7Buser_agent%7D%26packagename%3D%7Bapp_name%7D%26app-client-ip%3D
%7Bip_address%7D%26idfa%3D%7Bidfa%7D%26android-id%3D%7Bandroid_id%7D%26google-
ad-id%3D%7Bgps_adid%7D
```

The `install_callback` parameter passes the following URL in urlencode:

```
http://postback.yandexadexchange.net/postback?reqid={LOGID}&app-user-
agent={user_agent}&packagename={app_name}&app-client-
ip={ip_address}&idfa={idfa}&android-id={android_id}&google-ad-id={gps_adid}
```

Option 2: the click ID can be passed in the tracking link

If the URL for sending a postback can't be passed directly in the tracking link, the `{LOGID}` macro must be specified in the parameter for transmitting the click ID. Yandex.Direct substitutes the click ID in place of this macro.

The tracking system must be modified so that when the app is installed, the system sends the request described in the section Sending a postback.

Tracking link example

```
https://182275.measurementapi.com/serve?
action=click&publisher_id=182275&site_id=68590&publisher_ref_id={LOGID}
```

The click ID is passed in the `publisher_ref_id` parameter.

Additional parameters in the tracking link

For both options, additional parameters can be added to the tracking link, including the Direct dynamic parameters listed in the section Transferring ad data in URLs in the Help for Direct.

Sending a postback

Access

In the request to add a tracking system, you choose the access method when sending postbacks:

- "From permitted IP addresses" — You specify the IP addresses that the tracking system can send postbacks from. Postbacks are only accepted from these addresses.

- "By token" — After the application is reviewed, you will get a token that must be indicated in every request.

Attention!
This token should only be used for sending a postback. The token absolutely must not be displayed in interfaces or shared with advertisers.

Request

To send a postback, send a GET request in the following format.

```
http://postback.yandexadexchange.net/postback ?
reqid=<req_id>
 & google-ad-id=<google_ad_id>
 & android-id=<android_id>
 & idfa=<ios_ifa>
 & package-name=<package_name>
 & app-client-ip=<session_device_ip>
 & [app-user-agent=<session_user_agent>]
 & [match-type=<match-type>]
 & pass-phrase=<token>
```

`reqid`	Click ID from Direct.
`google-ad-id`	Google Play ad ID.
`android-id`	ID of the Android device.
`idfa`	Apple ad ID.
`package-name`	The application name assigned by the developer.
`app-client-ip`	

The IP address of the device where the app is installed.

`app-user-agent`

User Agent embedded in the app and used for transmitting tracking system information.

`match-type`   Attribution method, such as: referrer, fingerprint, identifier.

`pass-phrase`   Token for accessing Yandex.Direct.

Attention!
The following parameters are required:

- `reqid`
- `package-name`
- `app-client-ip`
- `google-ad-id` and `android-id` — for Android apps
- `idfa` — for iOS app ads
- `pass-phrase` — if the "By token" access method was selected.

These parameters must be passed in order for Yandex.Direct to correctly process the postback.

Response

A response with the code 200 OK means the postback was received by Yandex.Direct.

Questions and answers

How soon does the postback data appear in Direct statistics?

In most cases, processing the postback takes less than an hour.

If it has been more than two days since postback was sent but the data has not yet appeared in Direct statistics, contact the Support service for the Yandex.Direct API.

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