



# How To Implement, Set Up And Use Third Party Tracking

Learn how to run UA campaigns using third party tracking and how to identify the most suitable service provider



## The Importance of 3rd Party Tracking

If you've opened this paper, you already know that the entire mobile industry runs on data. You should also already be sold on the importance of third party tracking to your mobile app business and why it is essential for you to run successful UA campaigns. Third party tracking can be the difference between success and failure.

Do you feel like you're not up to speed? I recommend you start with reading our best practice on 'Why You Should Use Third Party Tracking.' In this best practice, you will be guided through the implementation process of a third party tracking service from start to finish.

## The Objectives

### Choosing A Provider



What's important to keep in mind when selecting a third party tracking service?  
Which provider is suitable for your business?

### Implementing SDK



How do you implement the tracking provider's SDK?  
Where can I find the integration documentation?

### Defining Events



Is it important to define in-app events?  
Which events are the most relevant with regards to audience behavior?

### Setting Up Campaigns



Where do you get tracking links from?  
Which events should be enabled to be sent to your ad networks?



# Best Practice – Third Party Tracking

## 3rd Party Tracking Provider Checklist



Comparison of past and present ad campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integration with your most important ad partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Measurement of your most relevant KPIs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fair measurement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User-friendly integration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Choosing A Suitable Provider

Aside from price, you should be aware of what to expect of a third party tracking solution.

What your solution must include:

- Comparison of past and present ad campaigns
- Integration with your most important ad partners
- Consistent measurement of your user base in terms of the most relevant KPIs
- Fair measurement (usually requires detachment from ad networks or media buying)
- User-friendly integration

These points are easy to work off when narrowing down your list of contemplable measurement tools. At the top, we've provided a third party tracking provider checklist with the five leading providers and a blank spot for you to fill in at the right. Check the boxes when identifying your suitable providers.

#### How About A Little More Detail?

##### Unlimited data storage

If measurement tools erase data, they are basically forgetting about some of your app users and their subsequent engagement. Double counting, double paying, and inaccurate analytics are sure to follow.

##### Connection to the big publishers

If a provider doesn't have access to the bulk of the digital ad marketplace, you probably won't receive fully accurate data from networks relevant to you.

### Data types

Pay attention to which data you can pass to your tracking provider and which data the tracking provider collects from publishers, advertisers and publishers have access to crucial data points, respectively. Passing purchase and user data to the tracking provider is important. Receiving device and publisher data from publishers via the 3rd party tracking provider is just as important. Ultimately, these data points should be available to you in the tracking provider's dashboard and you should base your provider choice on the ability to maximize your benefit by displaying and analyzing the data.

### Real-time fraud prevention

It's important to understand the difference between fraud notification and fraud prevention. Fraud notification merely notifies you of occurring fraud and skews your data while you have to go through the trouble of getting your money back from the fraudulent traffic source.

Next to the basic anti-fraud product, most tracking providers offer additional fraud checks at a premium. Pay close attention if these checks are real-time prevention or just post-event notifications.

For more fraud insight, stay tuned for our next Best Practice on "How To Spot And Fight Fraud".

### Implementing The Tracking SDK

Simply navigate to the documentation section of your provider's website and follow the instructions. Integration docs are usually very thorough and user-friendly.

For reference, the following links lead to AppsFlyer and Adjust's integration documentation:

- <https://support.appsflyer.com/hc/en-us/categories/201114756-SDK-Integrations>
- <http://help.adjust.com/en/sdk/all-adjust-sdks>



# Best Practice – Third Party Tracking

## Defining In-App Events

The type of events you define may depend on your app and its vertical (tutorial and level completion, registration, add to cart, purchase, content view, opened from push notification etc.). However, defining a lot of events at first in order to narrow down on the most relevant ones is a clever approach.

### Analyze your audience to identify suitable events

- When do 80% of your users turn into loyal users?
- Identify LTVs of various user cohorts?
- Separate your users into payers and non-payers.
- What are their time-dependent paths to purchase?
- Identify events that encourage and interfere with purchases.

### Define events

Based on your analysis, define the events that you think will benefit you the most. Keep track of revenue data of different advertising channels. Again, it is best to define a lot of conversion events to track and test.

### How to define the events in your app

Follow the integration documentation of your provider -



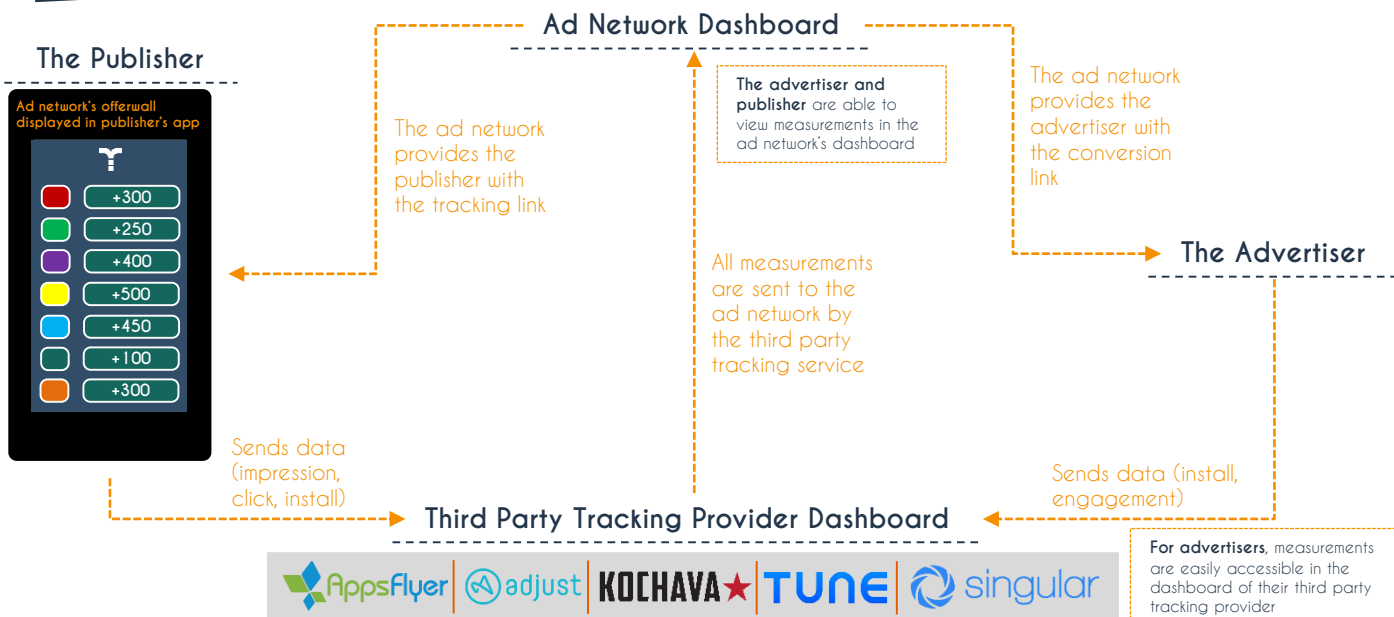
<https://support.appsflyer.com/hc/en-us/articles/207032126-AppsFlyer-SDK-integration-Android#4-recording-in-app-events>

<https://docs.adjust.com/en/getting-started/#callbacks-for-installs-and-in-app-events>

## Setting Up 3rd Party Tracked Campaigns

1. Create an account with the tracking service provider of your choice and set up your dashboard
2. Add an app to your dashboard
3. Integrate the tracking SDK in your app following the tracking provider's integration docs
4. Create custom in-app events as described previously
5. Grab your tracking link from your dashboard
6. In your dashboard, enable the events to be sent to your ad network
  - Hint: Ask your ad network's account manager whether or not you can enable all in-app events to be tracked. This usually helps the ad network to optimize traffic for your UA campaign.
7. Enter the tracking link when creating your advertising campaign with your ad network

## User And Data Flow - 3rd Party Tracking Provider, Ad Network, Advertiser, Publisher



## User Flow

