



**Technical Integration Guide for CPA Campaigns (v1.7)**

## Version History

Version	Date	Author	Changes
1.1	2010-08-02	JH	Initial public release
1.2	2010-08-03	JH	Minor changes regarding reporting
1.3	2010-10-05	MO	Changed URL to smaato.net
1.4	2010-10-18	MO	Minor changes
1.5	2010-11-03	MO	Added integration via Smaato Ad SDK. Minor changes.
1.6	2011-05-18	MO	Changed document layout. Added optional parameter „offerid“. Added examples. More detailed description of the requirements for a API based integration.
1.7	2011-06-09	MO	Changed android tracking ID from Android_ID to IMEI/MEID.

## Overview

Download tracking is a free feature Adsmobi offers to iPhone and Android app advertisers that enables you to accurately track the results from your iPhone/Android advertising spend to help you optimize the performance of your campaign. You can track the number of downloads for your iPhone/Android app advertising. The download tracking information is confidential and anonymous as only UDID/Android ID is used to identify the new users.

## How does it work?

1. A user clicks on an ad. The clicking UDID/Android ID is stored
2. The user visits the App Store and installs the app.
3. The new user is reported to Smaato server when the app launches, either by the in-app SDK integration, or by the developer using the download tracking API.
4. Smaato calculates the download tracking metrics and starts makes them available.

## Possible Integrations

### 1. Smaato CPD Tracking Code (easiest & preferred solution!)

Use the provided code snippets (Smaato CPD Tracking vX.X.zip) for Android or iOS and integrate them according to the included documentation. This code will automatically report new users.

### 2. In-app SDK integration

If you would also like to receive in-app advertisements from Smaato you also integrate the Smaato advertising SDK for Android or iOS (if you haven't already done this). The SDKs have the functionality of the CPD Tracking Code Snippets already included.

### 3. Download tracking API

To install download tracking using the download tracking API, ping our server and send the data using the following parameters:

Base URL: <http://soma.smaato.net/oapi/dl.jsp>

Parameter Name	Required	Description
app	Yes	The package name (e.g. com.smaato.dashboard) or the application name (e.g. smaatodashboard). You can also use any other string as long as it's unique (this means that probably no other app developer would use it).
ownid	Yes	The 40-character iOS UDID string (UIDevice UniqueIdentifier property). For Android the IMEI or MEID (if this is not available use the Android ID (settings.secure.android_ID)).
offerid	No	OfferID given to you by Adsmobi.
devicemodel	No	The device model identifier (iOS devices only). Examples: "iPhone3,3", "iPod2,1", "iPhone1,1".
version	No	Your app's version number.

The API calls needs to happen on every app start. Don't worry about sending us duplicate UDID's, as we make sure to discount duplicates and not over-report your downloads.

If the call is NOT made by a mobile device directly:

Please make sure that the IP-address of the device is given in a standard X-forwarded-for http-header to make sure the Country targeting (and reporting) works as expected.