Server-to-server Integration

From SilverPush Documentation

Post-Back URL(a Javascript tracking code) is used to track the total number of leads generated by campaigns running in SilverPush DSP. Post-Back URL gets triggered only when an event is completed successfully. This javascript code can be used both for Existing App Tracking platforms at the client end (eg. MAT, Apsalar, Appflyer) as well as Apps without any tracking platform integrated with it.

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Post Back URL

The Post-Back URL(tracking code) is given below. Replace the variables in the below URL with respective ID's as explained below

```
http://tr.silverpush.co/dall?rid={publisher_sub1}&aid={publisher_sub2}&cid={publisher_sub3}&exchange={publisher_sub4}&os={device_os}
&osv={device_os_version}&make={device_brand}&model={device_model}&androidid={android_id}&aidsha1={android_id_sha1}&aidmd5={android_id_md5}
&idfa={ios_ifa}&idfamd5={ios_ifa_md5}&idfasha1={ios_ifa_sha1}&mac={mac_address}&macsha1={mac_address_sha1}&odin={odin}&openudid={open_udid}
&ms={datetime}&ip={ip}&imei={device_id}
```

publisher_sub1 :	Replace with the unique request id/transaction id
publisher_sub2 :	Replace with affiliate id
publisher_sub2 :	Replace with campaign id
publisher_sub2 :	Replace with exchange id (publisher who will deliver the campaign)

The variables that needs to be passed from client's end is given below. These details can later be used by us to learn more about your campaign and optimize it for better performance.

device_os:	The device on which the request was initiated
device_os_version:	The device os version from which the request was initiated
device_brand:	The brand of the device from which the request was initiated
device_model:	The model of the device from which the request was initiated
android_id:	The android id of the device from which the request was initiated
android_id_sha1:	The SHA1 of android id
android_id_md5:	The MD5 of android id
ios_ifa:	The ifa of the device from which the request was initiated
ios_ifa_md5:	The MD5 of ifa
ios_ifa_sha1:	The SHA1 of ifa
mac_address:	The mac address of the device from which request was initiated
macsha1:	The SHA1 of mac address
open_udid:	Open udid for the device
ms:	Datetime value when the request was made
ip:	The ip address from which the request was made
odin:	Open device identifier for the device
device_id:	The imei address of the device

Integration procedure

For Apps with Existing Tracking Platforms

In attribution and measuring platforms like Appflyer, Ad-x, this tracking code need not be integrated separately because SilverPush DSP is already listed as Publisher in those platforms. All you need to do is to give permission for the SilverPush publisher to track the installs.

Verification procedure

Generate the Unique URL/ Transaction ID at the client's end and send it to your account manager at SilverPush and our team will do the verification. campaign management team and we will test it on our server.

For Apps without any Tracking Platforms

Place this tracking code in the 'Event triggering' section of the App.

Verification procedure

Follow the same procedure that is given above.

End of Integration

- Once the verification is done, you will be able to track the events/ conversions in the campaign.
- You can also integrate SilverPush SDK for Event tracking for detailed analytics of your app and improve efficiency.
- For detailed analytics of your App and discover the pitfalls in UX, you can integrate SilverPush SDK in the App. Read more about our capability of In-App and WAP Event tracking

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