



InMobi Analytics for Android

Version a300

Integration Guide for Developers

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1 InMobi Analytics for Android Integration

This document details steps to integrate InMobi Analytics with your Android app. It also provides steps to deploy the integration, generate reports, and optimize your ROI.

1.1 InMobi Analytics

InMobi Analytics is a reporting and analysis service that helps advertisers measure the performance of their mobile marketing campaigns. By tracking the post click activity of users on the advertiser site, InMobi Analytics provides a powerful feedback loop that can be used to optimize campaigns and improve ROI.

InMobi Analytics is available for tracking advertiser objectives on Mobile Web campaigns, iOS App Download campaigns and Android Apps Download campaigns.

1.2 InMobi Analytics for Android

InMobi Analytics for Android (or Android App Download Tracker) allows you to track downloads generated from your InMobi mobile advertising campaigns. The inventory providing the best cost per download is then automatically favored by the ad serving platform to improve campaign ROI.

The easiest way to integrate the Android App Download Tracker involves deploying tracking code directly in the Android App. We also provide a tracking API that can either be called within the App itself, or through a server-to-server call.

2 Integrating InMobi Analytics

Integrating the Android App Download Tracker involves very simple steps to be performed.

Note: You need your unique InMobi Advertiser ID (`adv_id`) so we can match your downloads with your InMobi campaigns. Ask your Campaign Manager and he/she will send it to you.

To integrate the Android App Download Tracker, perform the following steps:

1. Add the `INTERNET` permission to your `AndroidManifest.xml` just before the closing `</manifest>` tag:

```
<uses-permission android:name="android.permission.INTERNET" />
```

2. Import the `IMSDKUtil` class into your main launcher Activity.

```
import com.inmobi.androidsdk.IMSDKUtil;
```

3. Under the `onCreate()` method of your main Activity class, call the following method:

```
//Give your InMobi Advertiser ID in the second parameter  
IMSDKUtil.sendAppTrackerConversion(this, "xxxxxxxxxxxxxxxxxx");
```

The app download ping would be sent only once, the first time and calling this method multiple times does not have any effect.

3 Deploying InMobi Analytics

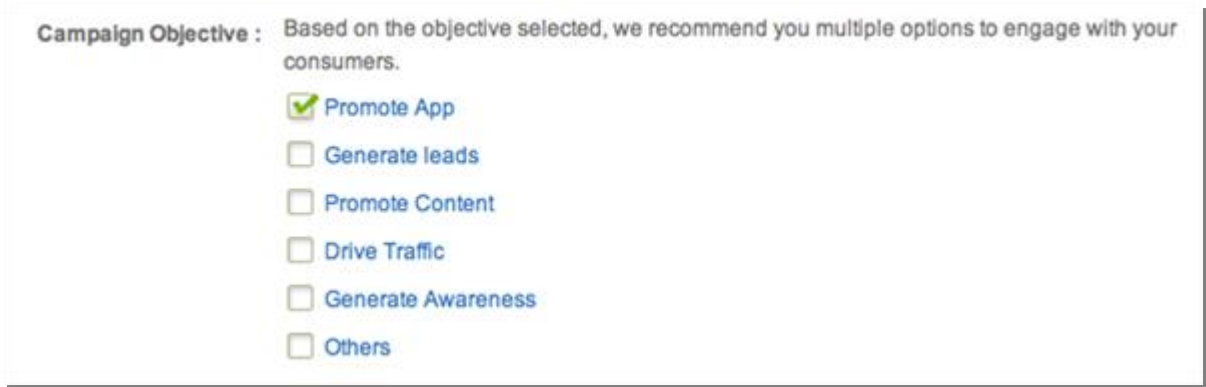
Deploying InMobi Analytics for Android requires you to perform some tasks. After the analytics tool is successfully implemented, you can start taking advantage of its multiple benefits, like CPD monitoring, performance visibility of creatives, and campaign optimization.

To deploy InMobi Analytics for Android, perform the following steps:

- [Creating Your Android App Tracker Campaign](#)
- [Starting Your Android App Tracker Campaign](#)
- [Confirming Your InMobi Analytics Integration](#)

3.1 Creating Your Android App Tracker Campaign

1. In your InMobi Advertiser UI, create a new campaign with **Campaign Objective** selected as **Promote App**.



Campaign Objective : Based on the objective selected, we recommend you multiple options to engage with your consumers.

- ☒ Promote App
- ☐ Generate leads
- ☐ Promote Content
- ☐ Drive Traffic
- ☐ Generate Awareness
- ☐ Others

2. Create an Ad Group in your campaign, and select **Campaign Objective** as **Promote App**.

Create : New Ad Group

1 Ad Group 2 Define Users 3 Bid

Country :

Campaign Objective : Promote Content

Call to Action : Android App

App URL :
e.g : <http://market.android.com/search?q=pname:com.threeb>

App ID :
 You may generate a unique App ID by clicking on the button.

Ad Group Name :
Max. 40 characters

Start Date : 16/09/2011

End Date :
(Optional)

Pricing Model : CPC

3. Select **Call to Action** as **Android App**, and paste your App URL from the Android Market.
4. Save the Ad Group and follow the on-screen instructions to add your creatives.

Note: Android App Tracking campaigns will only run on Android App inventory. Click UDIDs retrieved from Android WAP inventory are sometimes unreliable and therefore cannot be used for tracking downloads.

3.2 Starting Your Android App Tracker Campaign

You can start your App Tracking campaign by performing the following steps:

1. Login using your Advertiser account at <http://www.inmobi.com>.
2. Click **Campaigns** in the left navigation bar,
3. From the list of campaigns shown, select the App Tracker campaign you created.
4. Click **Run**.

3.3 Confirming Your InMobi Analytics Integration

After your Android App Tracker Campaign is live, you can confirm the success of your InMobi Analytics integration by logging into your InMobi Advertiser account and checking if any downloads are being recorded. For more information, refer to the [Generating Reports](#) section.

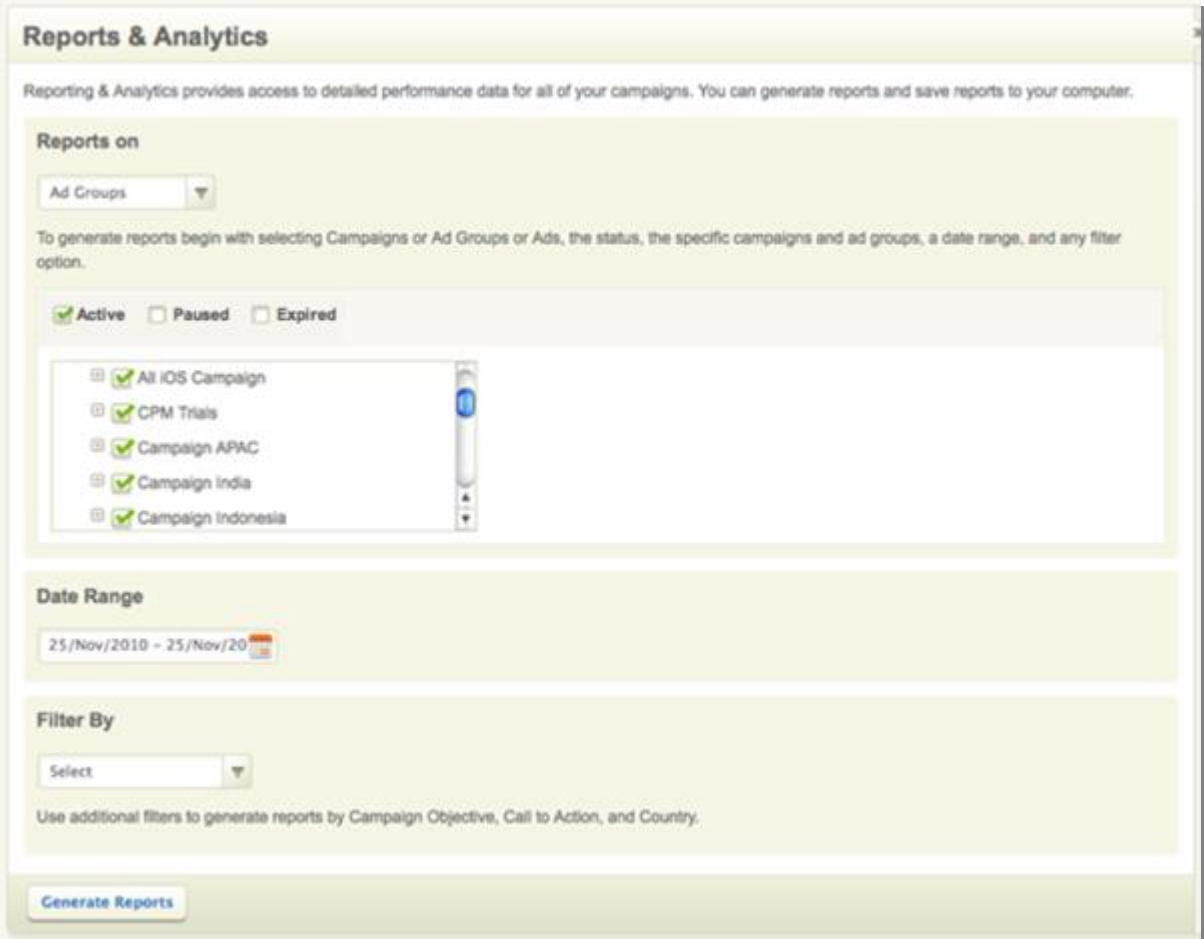
Note: The UI is refreshed every hour. If you are unable to see any downloads the day after going live, please get in touch with your Campaign Manager.

If we downloads are being recorded, it means that your integration is successful. You can now start optimizing your Android App Tracker Campaign. For more information, refer to the [Optimizing ROI](#) section.

4 Generating Reports

To access your Android App Download Tracking data:

1. Login in your InMobi Advertiser account.
2. Select **Reports & Analytics** from the left menu.



The screenshot shows the 'Reports & Analytics' section of the InMobi interface. It includes a header with the title 'Reports & Analytics' and a sub-header explaining that reporting provides access to performance data. Below this, there are three main sections: 'Reports on', 'Date Range', and 'Filter By'. The 'Reports on' section has a dropdown menu set to 'Ad Groups' and a list of campaigns with checkboxes. The 'Date Range' section shows a date range from '25/Nov/2010' to '25/Nov/20'. The 'Filter By' section has a dropdown menu set to 'Select'. At the bottom, there is a 'Generate Reports' button.

Reports & Analytics

Reporting & Analytics provides access to detailed performance data for all of your campaigns. You can generate reports and save reports to your computer.

Reports on

Ad Groups ▼

To generate reports begin with selecting Campaigns or Ad Groups or Ads, the status, the specific campaigns and ad groups, a date range, and any filter option.

☒ Active ☐ Paused ☐ Expired

- ☒ All iOS Campaign
- ☒ CPM Trials
- ☒ Campaign APAC
- ☒ Campaign India
- ☒ Campaign Indonesia

Date Range

25/Nov/2010 – 25/Nov/20

Filter By

Select ▼

Use additional filters to generate reports by Campaign Objective, Call to Action, and Country.

Generate Reports

3. In the **Reports on** drop-down list, select **Ad Groups**.
4. Select the date range.
5. Click **Generate Reports**.

6. In the **Customize** drop-down selection list, select **Downloads** and **CPD**.

Report Period : 25 May 2010 to 24 Nov 2010

Campaign Name	Impressions	Clicks	CTR	eCPC (USD)	Ad Spend (USD)		
Campaigns USA	6,844,446,830	7,539,145	0.11	0.09	680,435.99		
CPM Trials	993,912,388	1,076,923	0.11	0.09	99,256.63		
Smartphone Content Promotion	668,631,528	672,814	0.10	0.10	65,344.94		
Campaign India	553,983,517	606,383	0.11	0.09	56,873.85	0	N/A
Campaign US	562,451,925	565,376	0.10	0.10	55,363.95	102	542.78
Campaign Indonesia	333,028,105	343,177	0.10	0.10	34,213.00	0	N/A
iPhone KSA Campaign	338,622,566	336,036	0.10	0.10	32,559.40	0	N/A
iPhone Germany Campaign	107,239,991	115,610	0.11	0.10	11,210.74	0	N/A
All iOS Campaign	108,988,961	103,401	0.09	0.10	10,809.50	4	2,702.38
iPad Campaign	106,664,707	107,947	0.10	0.10	10,320.35	0	N/A

Customize

- ☒ Impressions
- ☒ Clicks
- ☒ CTR
- ☒ eCPC (USD)
- ☒ Ad Spend (USD)
- ☒ Downloads
- ☒ CPD

Done

7. You should now see downloads for the Ad Groups that you linked to your Android App URL in Step 4 of the [Creating Your Android App Tracker Campaign](#) section.

5 Optimizing ROI

The [Generating Reports](#) section explained how you can access the Downloads and CPD data of your Android App Tracking campaigns. Apart from segmenting this information by Ad Group, the reporting interface also allows you to segment by Creative.

When you know which Ad Groups and Creatives are increasing your CPD, you can decide to pause them and reduce your CPD.

InMobi Analytics also consists of an intelligent optimization loop for Android App Tracking that automatically runs your campaigns on the inventory that minimizes your CPD, and therefore maximizing the ROI of your campaigns.

6 More Information

Contact your Campaign Manager to deploy InMobi Analytics, or please send a query email along with your Login ID to helpdesk@inmobi.com.