














# IDFA 使用说明

MTA IDFA 插件是在MTA SDK基础上采集了iOS用户的IDFA（identifier for advertising）信息，IDFA 是更通用、更精准的一种标记用户的方式，广泛应用于精准的广告效果统计、APP换量、数据互换合作等跨应用数据交叉分析场景。

## 使用方法

将libidfa.a和AdSupport.framework链接到工程中即可。如下图：

▼ Link Binary With Libraries (13 items)

Name	Status
 AdSupport.framework	Required ⚡
 libidfa.a	Required ⚡
 libmtasdk.a	Required ⚡
 libz.tbd	Required ⚡
 libsqlite3.tbd	Required ⚡
 QuartzCore.framework	Required ⚡
 Security.framework	Required ⚡
 CFNetwork.framework	Required ⚡
 SystemConfiguration.framework	Required ⚡
 CoreTelephony.framework	Required ⚡
 UIKit.framework	Optional ⚡
 Foundation.framework	Required ⚡
 CoreGraphics.framework	Required ⚡

+

—

Drag to reorder frameworks

## 注意事项

使用 IDFA 插件原则上需要集成任意一家广告SDK。如果您期望采集IDFA但是并未使用任何广告，可以采用以下方法通过AppStore的审核：

## Advertising Identifier

### Does this app use the Advertising Identifier (IDFA)?

The [Advertising Identifier \(IDFA\)](#) is a unique ID for each iOS device and is the only way to offer targeted ads. Users can choose to limit ad targeting on their iOS device.

If your app is using the Advertising Identifier, check your code—including any third-party code—before you submit it to make sure that your app uses the Advertising Identifier only for the purposes listed below and respects the Limit Ad Tracking setting. If you include third-party code in your app, you are responsible for the behavior of such code, so be sure to check with your third-party provider to confirm compliance with the usage limitations of the Advertising Identifier and the Limit Ad Tracking setting.

☒ Yes

☐ No

### This app uses the Advertising Identifier to (select all that apply):

- 1 ☐ Serve advertisements within the app
- 2 ☒ Attribute this app installation to a previously served advertisement
- 3 ☒ Attribute an action taken within this app to a previously served advertisement

If you think you have another acceptable use for the Advertising Identifier, [contact us](#).

### 4 Limit Ad Tracking setting in iOS

- ☒ I, \_\_\_\_\_, confirm that this app, and any third party that interfaces with this app, uses the Advertising Identifier checks and honors a user's Limit Ad Tracking setting in iOS and, when it is enabled by a user, this app does not use Advertising Identifier, and any information obtained through the use of the Advertising Identifier, in any way other than for "Limited Advertising Purposes" as defined in the [iOS Developer Program License Agreement](#).

Cancel

Save

#### 1. serve advertisements within the app

应用内广告服务，适用于应用内集成了广告的场景，如果您的情况符合，需要勾选此选项。

#### 2. Attribute this app installation to a previously served advertisement (√)

用于跟踪和统计广告带来的安装量，需要勾选。

#### 3. Attribute an action taken within this app to a previously served advertisement (√)

用于跟踪和统计广告安装后带来的用户行为，需要勾选。

#### 4. Limit Ad Tracking setting in iOS (√)

此项属于确认项，需要勾选。

如果您仍因为采集IDFA被Appstore审核拒绝，建议您集成任意一家广告SDK或选用MTA普通版。