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# Ads | How to setup attribution for X ads?

Track user actions from your ads based on your ads objective.

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## X Pixel

**Purpose:** X Pixel is primarily used for tracking conversions directly on websites after a user interacts with an X ad. It helps track key events like purchases, sign-ups, and other conversions.

## Steps for generating the Pixel and creating events

1. Log into your ads account at ads.X.com
2. Under "Tools," select "Events Manager"

3. Click on "Add event source" and read/select "I agree" to the X terms of use

> Note: If you have created the X Pixel before for your ads account, you'll be able to see it in the pane on the left side of Events Manager.

4. You are now in the "Install pixel code" page. Here you can see the actual code that needs to be placed on the website and the option to "Allow 1st-party cookies."

5. Click the "Save event source" button to save your new pixel. You will be brought to the "Events Manager" main screen.

6. Next, you'll need to create events to track actions across your website. Which actions to track may vary, depending on your goals.

7. Click the "Add events" button.

8. On the "Event Details" screen, enter a name for the event. From the Type dropdown, choose the type of action you would like to track. You can also adjust your attribution window and toggle on "Website activity audience" if you so choose. Click "Next."

9. On the "Setup method" screen, you will be able to choose how you want to define your event.

10. In the "Event installation" screen, you can see three tabs at the top, which allow you to access the instructions for your preferred installation approach.

After completing the above, you will need to implement your newly created pixel base code and event code in order to start tracking actions.

# AppsFlyer

**Purpose**: AppsFlyer is a mobile app attribution platform that helps track installs, in-app events, and user actions within mobile apps, especially for performance marketers.

## Steps for X Ads integration setup using AppsFlyer

1. Under Campaign objective, select App Installs or App re-engagements, then click Next.

2. Choose your app, then click the mobile measurement partner link.
3. On the Conversion tracking page, click Go to AppsFlyer.

4. A notification displays informing you that you're about to leave X Ads to go to the AppsFlyer website. Click Go to AppsFlyer and log in to your Dashboard.
5. In AppsFlyer, from the side menu, select Collaboration > Active Integrations.
6. Search for X Ads and select it.
7. In the Integration tab, accept the X Ads Terms and Conditions for Mobile App Conversion Recording (MACT), then click Save integration.
8. Turn on Activate partner, and click Log in with X Ads.
9. Authorize AppsFlyer to use your X Ads account by clicking Authorize app.
10. Turn on Activate Partner again to display the Integration tab settings and enable attribution.
11. Turn on Activate Partner again to display the Integration tab settings and enable attribution.

## FAQs

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