



Mobile SDK affilinet

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1. Introduction

Customer behavior has dramatically changed in recent years. People are busy, are always out and are constantly on their mobile devices. Therefore tracking on mobile devices is a key part of affilinet tracking efforts.

Besides providing a custom affilinet mobile SDK (software development kit) for advertisers, affilinet partners with different standard mobile SDK vendors in order to make it easier for advertisers to integrate event tracking (app download, in app events etc.), on which basis a remuneration to publishers is paid, and avoid adding custom native code.

The advantage of integrating one standard mobile SDK instead of several individual SDKs of advertisement vendors such as affilinet is the reduction of 3rd party native code which needs to be included. The user experience is increased, if apps load faster.

Nevertheless, affilinet's custom SDK is a feature reach mobile SDK which offers you the full functional package to be successful in your mobile efforts.

What functionality does the affilinet Mobile SDK provide you with?

The affilinet Advertiser Mobile SDK provides the following functionality:

- Easy integration for iOS and Android based Apps
- Full support of app download and in-app purchase tracking (sales, leads)
- Retargeting
- Standard or basket tracking support for order tracking
- affilinet's Performance+ Tracking which provides you with cookieless Device, Browser and OS independent tracking for web-to-app, app-to-web and app-to-app environments.

How to start?

The integration of affilinet's Mobile SDK is strait forward. Just login to affilinet's advertiser login portal under <http://advertiser.affili.net> with your advertiser credentials and go to Account > Rates & Tracking > Mobile Tracking.

We have prepared a short introduction page for you in order to get you all necessary documentation and the SDK download link.

Get up and running in minutes, by downloading the SDK for iOS or Android and provide your developers with the package as well as the link to our SDK Developer Wiki: <http://mobilesdkaffilinet.de>

The Wiki describes all technical steps for integration.

What else do you need to consider?

Integrating the affilinet Mobile SDK is just a first step, mainly be done by development. Please consider also to:

- Provide publishers with a link to your Mobile App in the login area
- Provide publishers with a link to your Mobile Website in the login area
- Integrate the web tracking into your Mobile Website

2. FAQs

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