

In order to integrate with AdColony, we will need you to set up a postback to send install data to our CPA API. This is a detailed guide on how to set up a global postback URL to accompany your tracking URLs.

Postback URL Configuration

Action

GET https://cpa.adcolony.com/on_user_action

Required Parameters

- *api_key* – An API key to use for reporting your product's user activity. Please contact tracking-support@adcolony.com to obtain your partner-specific API key.
- *product_id* – The iTunes app ID or Google bundle ID of the app.
- *raw_advertising_id* – The iOS device's raw identifier for advertising (IDFA).
- *google_ad_id* – The raw version of Google's device identifier for advertising.

Optional Parameters

- *adc_conversion* – *(Optional)* A 'can claim' flag used to specify whether an install is attributed to AdColony or not. A value of 1 = attributed to AdColony and a value of 0 = not attributed to AdColony. If the parameter is absent AdColony will claim all installs sent to our system, by default.

Action

Returns a json result. '{status:true}' on successful call.

Example Postback Config

GET

https://cpa.adcolony.com/on_user_action?api_key=abc123def456&product_id=<product_id>&raw_advertising_id=<idfa>&google_ad_id=<gaid>

Tracking URL Configuration

Below are the available data variables that AdColony passes, and the matching macros.

Device ID Macros (Required)

Variable	Macro	Platform	Description
IDFA	[IDFA]	iOS 6.0+	Primary ID for iOS
Google Ad ID	[GOOGLE_AD_ID]	Android	Primary ID for Android

Descriptor Macros

Variable	Macro	Description
Product ID**	[PRODUCT_ID]	iTunes app ID or GP bundle ID
App ID	[APP_ID]	Sha1 Hashed App ID
Publisher ID	[PUBLISHER_ID]	Sha1 Hashed Publisher ID
Campaign ID	[RAW_AD_CAMPAIGN_ID]	AdColony Campaign Name
Campaign Name	[AD_CAMPAIGN_NAME]	AdColony Campaign ID
Adgroup ID	[RAW_AD_GROUP_ID]	AdColony Ad Group Name
Adgroup Name	[AD_GROUP_NAME]	AdColony Ad Group Name
Creative ID	[RAW_AD_CREATIVE_ID]	AdColony Creative ID
Creative Name	[AD_CREATIVE_NAME]	AdColony Creative Name
Platform	[PLATFORM]	iOS / Android
OS Version	[OS_VERSION]	e.g iOS 6.0.1
Device Type	[DEVICE_MODEL]	e.g iPad, iPhone, iPod
Country	[COUNTRY_CODE]	Country Code
IP Address	[IP_ADDRESS]	Device's IP Address
Language	[LANGUAGE]	Device Language Setting

**We prefer to pass product_id through the click URL to make for a global postback URL.

Example Tracking URL

iOS:

`http://www.yoururl.com?idfa=[IDFA]&prod_id=[PRODUCT_ID]&siteid=[APP_ID]`

Android:

`http://www.yoururl.com?gaid=[GOOGLE_AD_ID]&prod_id=[PRODUCT_ID]&siteid=[APP_ID]`