The only Instant-Play™ HD Mobile Video Ad Network

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
- *click_id* – A value for matching installs where no device identifier is available.

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 URL Config

**GET
https://cpa.adcolony.com/on_user_action?*api_key*=abc123def456&*product_id*=<prod_id>&*raw_advertising_id*=<idfa>&*google_ad_id*=<gaid>&*click_id*=<clickid>&*adc_conversion*=<is_attributed>**

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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
Click ID	[CLICK_ID]	All	Unique ID for the impression / click

Descriptor Macros

Variable	Macro	Description
Product ID**	[PRODUCT_ID]	iTunes app ID or GP bundle ID
Sha1 Android ID	[SHA1_ANDROID_ID]	Sha1 Hashed Android ID
App ID	[APP_ID]	Sha1 Hashed App ID
Publisher ID	[PUBLISHER_ID]	Sha1 Hashed Publisher ID
Raw App ID	[STORE_ID]	Un-hashed App 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
IP Address	[IP_ADDRESS]	Device's IP Address
User Agent	[USER_AGENT_MOZILLA]	Device's User Agent
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
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 Config

iOS:

https://www.yoururl.com*?idfa=[IDFA]&prod_id=[PRODUCT_ID]&clickid=[CLICK_ID]*

Android:

https://www.yoururl.com*?gaid=[GOOGLE_AD_ID]&prod_id=[PRODUCT_ID]&clickid=[CLICK_ID]*