



iOS Server to Server Integration Guide (Updated 10.29.2012)

TapSense API Format

[http://notify.tapsense.com/ads/ping?app_id=\[string\]&adv_id=\[string\]×tamp=\[long\]&hash=\[string\]&sha1_udid=\[string\]&odin=\[string\]&id_for_advertiser=\[string\]](http://notify.tapsense.com/ads/ping?app_id=[string]&adv_id=[string]×tamp=[long]&hash=[string]&sha1_udid=[string]&odin=[string]&id_for_advertiser=[string])

Required Parameters

- app_id = (string)
 - Apple iTunes App Store application id (this can be found in your iTunes URL).
 - Example: 284417350
- adv_id = (string)
 - Use your Advertiser ID supplied above.
- timestamp = (long)
 - The time the user downloaded the app (in **milliseconds** from Unix epoch)
 - Example: 1350083308123
- hash = (string)
 - The md5 hash of (app_id + adv_id + timestamp + Advertiser Secret Key)
 - Must be expressed as hex. This will be 32 chars long.
 - **Note:** Strings must be concatenated in the specific order stated above.
- id_for_advertiser = (string)
 - advertisingIdentifier property
 - Available in iOS 6 and later
 - https://developer.apple.com/library/ios/#documentation/AdSupport/Reference/ASIdentifierManager_Ref/ASIdentifierManager.html
- sha1_udid = (string)
 - sha1 hash of **lowercase** udid.
 - For example, with udid of : db72cb76a00cb81675f19907d4ac2b298628d83c
 - it should be : 8968d4f98f9a0af9d7c38456ba49f1097f519ecd
- odin = (string)
 - <http://code.google.com/p/odinmobile/wiki/ODIN1>

Optional Parameters

- udid = (string)
 - Raw **lowercase** udid.
 - Example: db72cb76a00cb81675f19907d4ac2b298628d83c

- sha1_colon_mac = (string)
 - SHA1 hash of **lowercase** mac address separated by colons every 2nd character.
 - For example, with mac of : 00:a0:c9:14:c8:29
 - it should be : 8dc560daa8f4b1e2933e02b6c68141fd2624a5cc
- open_udid = (string)
 - <https://github.com/ylechelle/OpenUDID>
- aid_available = (string)
 - advertisingTrackingEnabled property
 - “true” or “false”
 - https://developer.apple.com/library/ios/#documentation/AdSupport/Reference/ASIdentifierManager_Ref/ASIdentifierManager.html
- id_for_vendor = (string)
 - identifierForVendor property
 - https://developer.apple.com/library/ios/#documentation/UIKit/Reference/UIDevice_Class/Reference/UIDevice.html
- event = (string)
 - You can also pass events of interest to better optimize ad performance.
 - Example: registration
- event_data = (string)
 - Some details about the event e.g. for a registration event, event_data will be
 - For example, for a registration event, event_data will be:
“username=johndoe,email=johndoe@email.com,zip=94111”
- device_type = (string)
 - Device type.
 - Example: iPhone
- os_version = (string)
 - OS version.
 - Example: 3.2
- conn = (string)
 - Connection type (either WIFI or CELLULAR)
 - Example: WIFI
- lang = (string)
 - Language, represented by 2 letter code.
 - Example: “en” for english, “es” for spanish
- country = (string)
 - Country, represented by 2 letter code.
 - Example: “US”

- `app_version = (string)`
 - Version of the app.
 - Example: 2.1