

Game A Day Install Tracking Guide

The Game A Day requires advertisers to integrate call tracking. Integration can be done in one of two ways. The advertiser can choose to implement the client side SDK in their App, or they can utilize server to server callbacks.

The install tracking is provided as a way for advertisers to measure the number of users that have been acquired using Game A Day.

Client SDK Integration

To integrate the client SDK, download the source from: **<TODO: SDK URL>**. After unpackaging the source files, simply add the source files *GameADay.h* and *GameADay.m* to your project.

Implementing the library:

Change the following line in *GameADay.h* and supply your assigned game ID:

```
#define GAMEADAY_GAMEID          @"REPLACE ME!"
```

Then, in application:applicationDidFinishLaunching:launchOptions:, add the line:

```
- (BOOL)application:(UIApplication *)application  
didFinishLaunchingWithOptions:(NSDictionary *)launchOptions {  
    [GameADay trackInstall];  
}
```

The SDK is fully open source. The underlying code simply sends an identifier (without using any private Apple APIs) to the GameADay servers.

Server 2 Server Integration

Server 2 Server integration requires that the game publisher track a unique ID for their users and send to the GameADay server for validation.

GameADay supports 3 different unique ID types:

- MAC Address (Format: 00:00:00:00:00:00)
- ODIN-1 (<http://code.google.com/p/odinmobile/wiki/ODIN1>)
- Open UDID (<https://github.com/ylechelle/OpenUDID>)

Once a new user installs the game, the game publisher must send a server request to the following URL. The parameters depend on the unique ID chosen.

<https://www.getgameaday.com/gameaday/api/track?gameId=<gameId>&macAddress=%@>

<https://www.getgameaday.com/gameaday/api/track?gameId=<gameId>&odin1=%@>

<https://www.getgameaday.com/gameaday/api/track?gameId=<gameId>&openUdid=%@>

The Game ID will be provided at the time of account setup.