Documentation Language: Swift

AdAttributionKit / Creating postbacks in developer settings

Article

Creating postbacks in developer settings

Test development postbacks for your advertised app without interacting with ads from a publisher app.

Overview

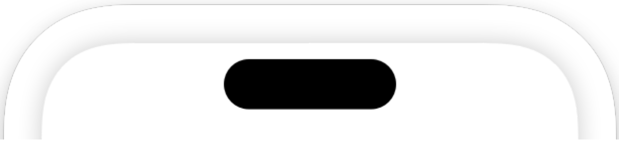
Use the AdAttributionKit Development Postbacks tool in the developer settings to create development postbacks for your advertised app. This tool allows you to test your AdAttributionKit functionality without interacting with ads from a publisher app or publishing your app in the App Store or an alternate marketplace. Test your app from various distribution methods, such as those you build with Xcode, ad-hoc, or TestFlight.

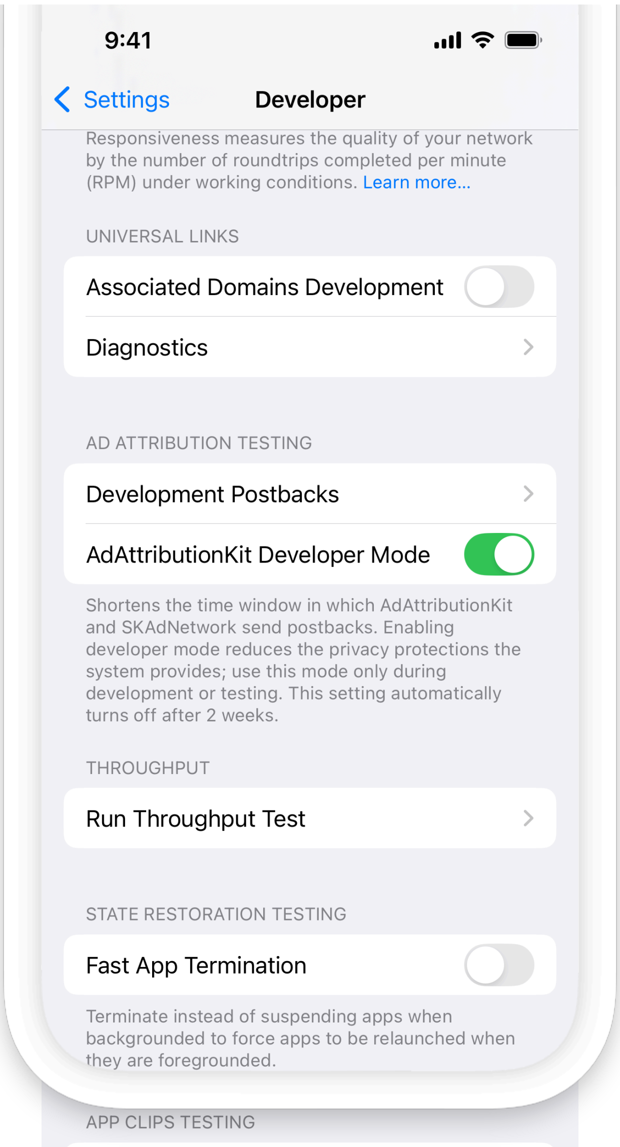
This tool also allows you to configure the amount of data that returns in the postback to simulate different Crowd Anonymity tiers so you can validate server logic for receiving those postbacks. For more information about Crowd Anonymity tiers, see Identifying the parameters in a postback.

You can access the AdAttributionKit tools by enabling Developer Mode on your test device. For more information, see Enabling Developer Mode on a device.

> **Important**
>
> Enabling Developer Mode reduces the privacy protections the system provides. Use this mode only during development or testing. This setting automatically turns off after two weeks.

After enabling Developer Mode, access the developer settings on your test device by choosing Settings > Developer. Then scroll down to the Ad Attribution Testing section and tap Development Postbacks, as the screenshot below shows:





9:41

Settings Developer

Responsiveness measures the quality of your network by the number of roundtrips completed per minute (RPM) under working conditions. Learn more...

UNIVERSAL LINKS

Associated Domains Development ○

Diagnostics

AD ATTRIBUTION TESTING

Development Postbacks

AdAttributionKit Developer Mode ●

Shortens the time window in which AdAttributionKit and SKAdNetwork send postbacks. Enabling developer mode reduces the privacy protections the system provides; use this mode only during development or testing. This setting automatically turns off after 2 weeks.

THROUGHPUT

Run Throughput Test

STATE RESTORATION TESTING

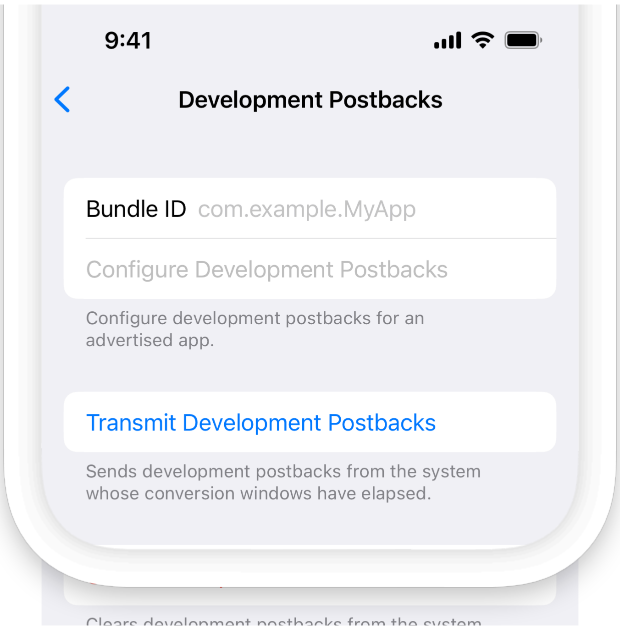
Fast App Termination ○

Terminate instead of suspending apps when backgrounded to force apps to be relaunched when they are foregrounded.

APP CLIPS TESTING

Create a development postback

To create development postbacks for your app, type in your app's bundle identifier and tap the Configure Development Postbacks button.


9:41
Development Postbacks
Bundle ID
com.example.MyApp
Configure Development Postbacks
Transmit Development Postbacks

Configure development postbacks for an advertised app.

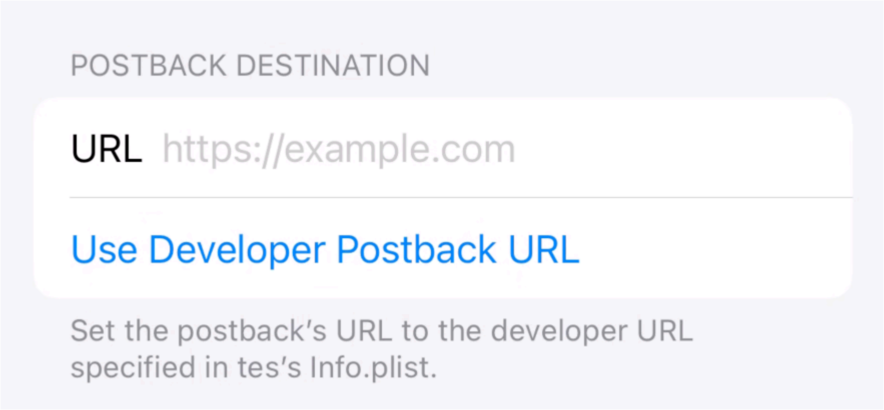
Sends development postbacks from the system whose conversion windows have elapsed.

Clears development postbacks from the system

> **Note**
>
> An app with the specified bundle identifier needs to exist on your device. The system doesn't allow you to create development postbacks for an app that isn't installed.

Provide the server URL to process the postback

Provide the URL of the server to receive the development postbacks. AdAttributionKit sends the postback to this destination when the postback is eligible for transmission.



Set the postback's URL to the developer URL specified in tes's Info.plist.

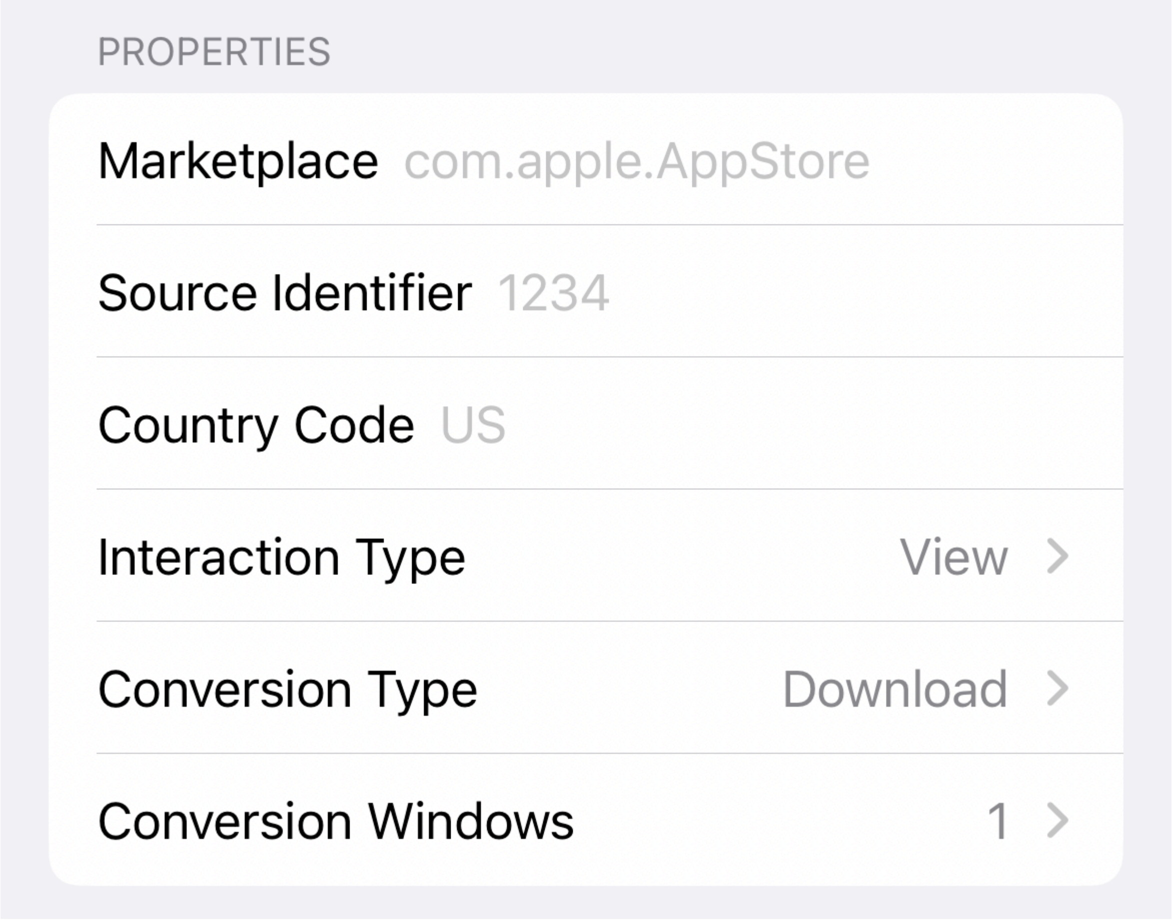
You can also tap Use Developer Postback URL to generate the full postback copy URL that the app's information property list specifies. This is the same URL that AdAttributionKit generates when creating developer copies of postbacks in full end-to-end flows. For more information on receiving developer postback copies, see Configuring an advertised app.

Note

It’s a best practice to use a server URL that’s different than the production server URL for testing. The testing URL can include a custom path that’s difficult to guess, such as a UUID that you can disable once the test is complete.

Fill in postback properties

Configure each property of the postback in this section. You can create variations of all properties in the postback, including the view or click interaction type, conversion types, and one or three conversion windows.



PROPERTIES

Marketplace com.apple.AppStore

Source Identifier 1234

Country Code US

Interaction Type View

Conversion Type Download

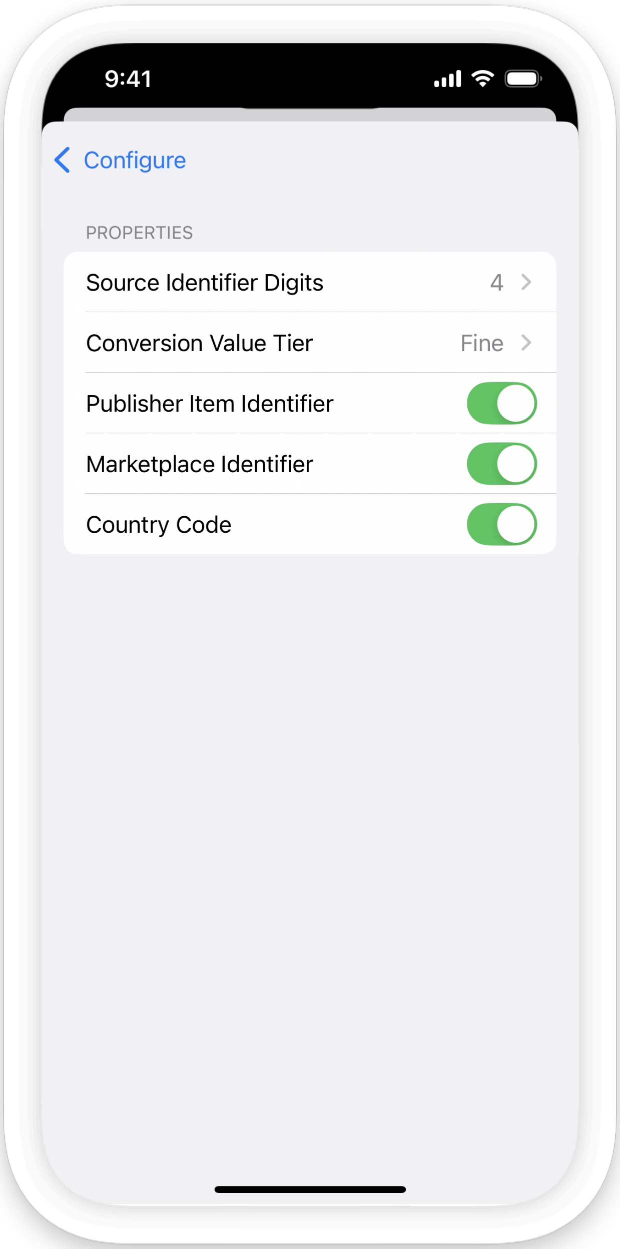
Conversion Windows 1

Add a conversion tag

Fill in a conversion tag if you’re testing the overlapping conversion windows feature. After you specify a conversion tag, you can update the postback by setting the `conversionTag` property and calling `updateConversionValue(_:)`. For more information on overlapping conversion windows, see Identifying conversion values with conversion tags.

Adjust postback data tiers

AdAttributionKit uses Crowd Anonymity to control the amount of data the framework returns in postbacks in production flows. For each postback, adjust the amount of data that AdAttributionKit includes in the postback.



PROPERTIES

Source Identifier Digits	4 >
Conversion Value Tier	Fine >
Publisher Item Identifier	●
Marketplace Identifier	●
Country Code	●

You can use this to test that your server logic is processing different postback data granularities correctly. For more information about Crowd Anonymity, see Receiving postbacks in multiple conversion windows.

Examine the JWS of the development postback

Postbacks you create using the developer settings have notable differences from postbacks you create in a full end-to-end flow:

- The `kid` property of the JWS header is `apple-development-identifier/1`.

- The `ad-network-identifier` property of the JWS payload is `development.adattributionkit`.
- If you build and install your app with Xcode, it has an `advertised-item-identifier` of `0`. If you install the app from the App Store or alternate marketplace, it has an `advertised-item-identifier` matching the item identifier of your app in App Store Connect.

The system signs development postbacks with a different private key from production postbacks to help distinguish them. The steps for verifying development postback signatures are identical to the steps for production postbacks, with the exception of the key you use. For more information on the public key for development postbacks and verifying a postback's JWS signature, see Verifying a postback.

Transmit eligible development postbacks on-demand

The device sends eligible postbacks automatically, which can take a few minutes. To send postbacks immediately, you can transmit eligible development postbacks on-demand by tapping the Transmit Development Postbacks button.

AdAttributionKit treats a postback as eligible for transmission after its conversion window elapses or you lock it by calling the `updateConversionValue(_:)` API. The duration of the postback's conversion window depends on whether you enable AdAttributionKit Developer Mode. For more information about Developer Mode, see Testing ad attributions with Developer Mode.

Clear development postbacks

Tapping Clear Development Postbacks deletes all development postbacks currently in the system, allowing you to return the device to a known starting point.

See Also

Ad attribution testing

Testing ad attributions with Developer Mode

Reduce the time-window for ad attributions and inspect postbacks using a proxy during testing.

Testing ad attributions with a downloaded profile

Reduce the time-window for ad attributions and inspect postbacks using a proxy during testing.