Type Method

attributionToken()

Generates a token.

iOS 14.3+ | iPadOS 14.3+ | Mac Catalyst 14.3+ | macOS 11.1+ | visionOS 1.0+

```swift
class func attributionToken() throws -> String
```

Mentioned in

📄 Changelog

Discussion

The token that the framework returns is a Base64 encoded string and has a 24-hour TTL. You can provide the token to a Mobile Measurement Provider (MMP), or app developers can use it to make a POST API call to fetch attribution records within the 24-hour TTL window. Use a single token in the request body and use a content-type of `text/plain` in the header, as the following example shows:

```
POST https://api-adservices.apple.com/api/v1/
--header 'Content-Type: text/plain' \
--data-raw

G9i5hC8lQJeGOfmS+MFycll/025oJEjtpZ+rs4AUkDEJh52fT8RrjwIR/ h+2JOpXz4MRdmtcemL8WTTHfNN
```

> **Important**
>
> A 404 response can occur if you make an API call too quickly after receiving a valid token. A best practice is to initiate retries at intervals of 5 seconds, with a maximum of three attempts.

For details about error codes, see <u>AAAttributionError</u>.

Response codes

Response	Description
200	Success. If the API finds a matching attribution record, the payload returns `attribution=true`. If the API doesn't find a matching attribution record, the payload returns `attribution=false`. In this case, the `200 OK` response is acknowledgment of the receipt of the data request.
400	The token is invalid.
404	Not found. The API is unable to retrieve the requested attribution record. Tokens have a TTL of 24 hours. If the POST API call exceeds 24 hours, a `404` response returns. If your token is valid, a best practice is to initiate retries at intervals of 5 seconds with a maximum of three attempts.
500	The Apple Search Ads server is temporarily down or unreachable. The request may be valid, but you need to retry it later.

Attribution payload

The API returns two types of attribution records: a standard response and a detailed response.

In iOS 14 and later, the Allow Apps to Request to Track (AAtRtT) device-level setting determines the response that the attribution server returns, as well as the details that are available from the attribution payload. The AAtRtT setting allows users to opt in or out of allowing apps to request user consent to access app-related data for both attribution and tracking the user or the device. The following table shows the combination of tracking interactions and expected attribution payload response:

Allow Apps to Request to Track setting (iOS 14 and later)	Per-app tracking consent status	Attribution pay-load response
On	Unknown `ATTrackingManager .AuthorizationStatus.not Determined`	Standard
On	Denied or restricted `ATTrackingManager .AuthorizationStatus.denied`/ `ATTrackingManager .AuthorizationStatus .restricted`	Standard
On	Authorized `ATTrackingManager .AuthorizationStatus .authorized`	Detailed
Off	Unknown `ATTrackingManager .AuthorizationStatus.not Determined`	Standard
Off	Denied or restricted `ATTrackingManager .AuthorizationStatus.denied`/ `ATTrackingManager .AuthorizationStatus .restricted`	Standard
Off	Authorized `ATTrackingManager`	Detailed

Allow Apps to Request to Track setting (iOS 14 and later)	Per-app tracking consent status	Attribution pay-load response
	`.AuthorizationStatus` `.authorized`	

The attribution record is a data dictionary with key-value pairs that correspond to your Apple Search Ads campaigns and app downloads from devices running iOS 14 and later. For more information, see Changelog.

A detailed payload for tap-through attribution resembles the following:

```json
{
  "attribution": true,
  "orgId": 40669820,
  "campaignId": 542370539,
  "conversionType": "Download",
  "clickDate": "2024-10-08T17:17Z",
  "claimType": "Click",
  "adGroupId": 542317095,
  "countryOrRegion": "US",
  "keywordId": 87675432,
  "adId": 542317136
}
```

A standard payload for tap-through attribution resembles the following:

```json
{
  "attribution": true,
  "orgId": 40669820,
  "campaignId": 542370539,
  "conversionType": "Download",
  "claimType": "Click",
  "adGroupId": 542317095,
  "countryOrRegion": "US",
  "keywordId": 87675432,
  "adId": 542317136
}
```

A detailed payload for view-through attribution resembles the following:

```json
{
  "attribution": true,
  "orgId": 40669820,
  "campaignId": 542370539,
  "conversionType": "Download",
  "impressionDate": "2024-10-08T17:17Z",
  "claimType": "Impression",
  "adGroupId": 542317095,
  "countryOrRegion": "US",
  "keywordId": 87675432,
  "adId": 542317136
}
```

A standard payload for view-through attribution resembles the following:

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  "attribution": true,
  "orgId": 40669820,
  "campaignId": 542370539,
  "conversionType": "Download",
  "claimType": "Impression",
  "adGroupId": 542317095,
  "countryOrRegion": "US",
  "keywordId": 87675432,
  "adId": 542317136
}
```

A detailed payload for pre-order attribution on tap-throughs resembles the following:

```json
{
  "attribution": true,
  "orgId": 40669820,
  "campaignId": 542370539,
  "conversionType": "PreOrder",
  "clickDate": "2020-04-08T17:17Z",
  "claimType": "Click",
  "adGroupId": 542317095,
  "countryOrRegion": "US",
  "keywordId": 87675432,
  "adId": 542317136
}
```

A standard payload for pre-order attribution on tap-throughs resembles the following:

```
{
    "attribution": true,
    "orgId": 40669820,
    "campaignId": 542370539,
    "conversionType": "PreOrder",
    "claimType": "Click",
    "adGroupId": 542317095,
    "countryOrRegion": "US",
    "keywordId": 87675432,
    "adId": 542317136
}
```

A detailed payload for pre-order attribution on view-throughs resembles the following:

```
{
    "attribution": true,
    "orgId": 40669820,
    "campaignId": 542370539,
    "conversionType": "PreOrder",
    "impressionDate": "2020-04-08T17:17Z",
    "claimType": "Impression",
    "adGroupId": 542317095,
    "countryOrRegion": "US",
    "keywordId": 87675432,
    "adId": 542317136
}
```

A standard payload for pre-order attribution on view-throughs resembles the following:

```
{
    "attribution": true,
    "orgId": 40669820,
    "campaignId": 542370539,
    "conversionType": "PreOrder",
    "claimType": "Impression",
    "adGroupId": 542317095,
    "countryOrRegion": "US",
    "keywordId": 87675432,
    "adId": 542317136
```

```
}
```

> **Note**
>
> If you receive test data in your payload responses, check to make sure your app isn't in developer mode.

Run reports to review detailed campaign metadata in Apple Ads or Apple Search Ads Advanced.

Attribution payload descriptions

Field	Data type	Description
`adGroupId`	long	The identifier for the ad group. Use Get Ad Group-Level Reports to correlate your attribution response by `adGroupId` and its corresponding campaign in the Apple Search Ads Campaign Management API.
`adId`	long	The identifier representing the assignment relationship between an ad object and an ad group. This applies to devices running iOS 15.2 and later. Use Get Ad Group-Level Reports to correlate your attribution response by `adId` in the Apple Search Ads Campaign Management API.
`attribution`	boolean	The attribution value. A value of `true` returns if a user clicks an Apple Search Ads impression up to 30 days before your app download. If the API can't find a matching attribution record, the attribution value is `false`.
`campaignId`	long	The unique identifier for the campaign. Use Get Campaign-Level Reports in the Apple Search Ads Campaign Management API to correlate your attribution response by `campaignId`.
`claimType`	string	Returned in both standard and detailed payloads: For view-through attribution, `claimType` will have a value of `Impression` to indicate users who viewed an ad in a

Field	Data type	Description
		corresponding Apple Search Ads campaign but didn't tap on it, within 24 hours of an ad view. Note: for view-through attribution, campaigns with age and gender targeting criteria return a value of `false`. For tap-through attribution, `claimType` will have a value of `Click`, specifying that the user tapped on an ad. Note: the tap-through attribution window is 30 days and tap-through attribution is prioritized over view-through attribution.
`clickDate`	date/time string	The date and time when the user clicks an ad in a corresponding campaign. This field only appears in the detailed attribution response payload.
`conversion Type`	string	The type of conversion. Values are `Download`, `Redownload` or `preorder`. The `preorder` value attributes both clicks and views. If a pre-order was placed within 30 days from the click or 1 day from the view, the lookback window for click-throughs is 90 days. The lookback window for view-throughs is 61 days. Conversion types appear in your campaign reports in the Apple Search Ads Campaign Management API. See the <u>Extended SpendRow</u> object for more information.
`countryOr Region`	string	The country or region for the campaign. Use <u>Get Campaign-Level Reports</u> to correlate your attribution response by `countryOrRegion` in the Apple Search Ads Campaign Management API.
`impression Date`	UTC string	Represents the date and time when an ad view occurs in a corresponding Apple Search Ads campaign. The `impression Date` attribute only appears in the detailed ad view-through attribution response payload.
`keywordId`	long	The identifier for the keyword. Use <u>Get Keyword-Level Reports</u> in the Apple Search Ads Campaign Management API to correlate your attribution

Field	Data type	Description
		response by `keywordId`. Note, when you enable search match, the API doesn't return `keywordId` in the attribution response. See <u>Ad Groups</u> for more information.
`orgId`	long	The identifier of the organization that owns the campaign. Your `orgId` is the same as your account in the Apple Search Ads UI. Obtain your `orgId` by calling <u>Get User ACL</u> in the Apple Search Ads Campaign Management API.