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Article

AdAttributionKit Updates

Learn about important changes to AdAttributionKit.



Overview

Browse notable changes in [AdAttributionKit](#).

June 2024

- Add support for re-engagement which allows you to measure the success of ad campaigns that lead people to re-engage with apps they've already installed, while respecting their privacy.
- Specify a re-engagement URL: At runtime, advertisements can present a universal link registered for your app to launch to display content inside of advertised apps and begin re-engagement measurement.

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