PARTNERIZE APP TRACKING iOS SDK 1.0

Enabling advertisers to capture and record in app referrals and sales within iOS applications

Document Information

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Document Contents

Overview

The iOS SDK allows advertisers to capture in-app referrals and easily record any sales that occur on the back of these referrals within their iOS application, bridging the gap between desktop and mobile activity.

Although out of scope of the SDK itself, documentation is available to assist advertisers in being able to ensure their referrals will be able to facilitate users on all journeys including Web to App, App to App and App to Web. Contact your Customer Success manager for access to this guide.

Features

The following outlines the functionality of this SDK version.

- **Click storing and matching**

  Incoming clicks from Partnerize tracking links can easily be detected and have the click stored for use when a sale is made within the app.

- **Conversion instantiation**

  Conversions can easily be instantiated of which will then have a multitude of different methods available in order to add information about the conversion as and when the user adds items into their basket and/or checkouts.

- **Custom conversion metadata**

  Any top-level custom metadata that is relevant to the sale can easily be attached to a conversion.

- **Conversion item support**

  Any number of items can be added a conversions to process a true multi-item basket checkout process.

- **Conversion item metadata support**

  Any item-level custom metadata that is relevant to the items in the sale can easily be attached to a conversion item.

- **Conversion recording**

  When a conversion has been instantiated, a click has been assigned and has information passed into it, it can then be recorded as a conversion directly with Partnerize.

- **Reporting segmentation**

  Any conversion recorded as part of the SDK will be accurately recorded in the Partnerize reporting suite as a sale from an App on a Mobile Device, enabling ease of segmentation within the Partnerize reporting toolset.

- **Existing partner tracking links**

  Existing partner tracking links are fully compatible and require zero migration efforts for partners.

Prerequisites

Before the SDK can be installed and utilised, the following prerequisites must be met.

- Xcode 10.0 or higher
- Target of iOS 11 or higher
- The advertiser must be enabled for App Tracking*

*Contact your Customer Success Manager for how to enable this

Installation

Installation of the SDK is recommended to be done via an iOS package manager due to its ease of integration and updates however a manual static framework installation is also made available for those that require it.

Package manager

Cocoapods

1. Ensure you have the latest version of [CocoaPods](#).
2. Add the following to your Podfile `pod 'Partnerize'`.
3. Run `pod install`.
4. Ensure the project is now always opened with the `.xcworkspace` file and not the `.xcodeproj` file.

Carthage

1. Ensure you have the latest version of [Carthage](#).
2. Add the following to your Cartfile:
   `github "PerformanceHorizonGroup/partnerize-mobile-sdk-ios"`
3. Run `carthage update`.
4. Copy `Partnerize.framework` from Carthage/Build/iOS to the "Embedded Binaries" section in the General Settings of your Xcode project.
5. After verifying your project compiles, switch over to Build Phases and add a new Run Script build phase by clicking the "+" in the top left of the editor and add the following command:
   `/usr/local/bin/carthage copy-frameworks`
6. Click the + under Input Files and add an entry for Partnerize framework:
   `$(SRCROOT)/Carthage/Build/iOS/Partnerize.framework`

Manual framework

1. Download the [Partnerize iOS SDK](#) as a ZIP file.
2. Copy `Partnerize.framework` from the extracted ZIP file into to the "Embedded Binaries" section in the General Settings of your Xcode project.
3. Create a new "Run Script Phase" in your application targets "Build Phases" and paste the following snippet in the script test field:
   `bash "${BUILT_PRODUCTS_DIR}/${FRAMEWORKS_FOLDER_PATH}/Partnerize.framework/strip-frameworks.sh"`

Usage Guide

Once you have installed the SDK, you can begin to use it to capture clicks and record any sales that occur in-app.

The most simple SDK usage consists of 3 simple steps;

1. Capture Partnerize clicks and initiate a conversion
2. Add sale information into the conversion
3. Complete conversion

The below will provide further information on how to achieve this using the SDK and additional developer friendly documentation can also be found here.

Capturing clicks and initiating a conversion

All incoming Partnerize clicks will include a query string parameter as part of the URL called *app_clickref** which is required in order to start a conversion.

*This will automatically be appended to every request when the "App Tracking" feature is enabled on your campaign and the request is initiated from a mobile device.

Swift	
Swift	```func application(_ application: UIApplication,
continue userActivity: NSUserActivity,
restorationHandler: @escaping ([UIUserActivityRestoring]?) -> Void) -> Bool
{
...
if let url = try? Partnerize.beginConversion(with:
userActivity.webpageURL)
{
// Handle deep link code
}
...
}```
Objective-C	```- (BOOL)application:(UIApplication *)application
continueUserActivity:(NSUserActivity *)userActivity
restorationHandler:(void (^)(NSArray<id<UIUserActivityRestoring>> *
_Nullable))restorationHandler {
…
NSError *error = nil;
NSURL *url = [Partnerize beginConversionWithURL:userActivity.webpageURL
error:&error];

if (!error && url) {
    // Handle deep link code
}``` |

Add sale information to the conversion

Now that a conversion has been initialised on the back of a Partnerize click request, you can interact with the conversion at any time to add specific information relating to the sale, for example when a user adds an item into their basket or when they checkout.

The following code is an example of how you can create an item and add it to the conversion;

Swift	```let item = ConversionItem(value: "59.99", category: "Shoes", quantity: "5", metadata:["brand": "adidas", "model": "stan smith"]) let item2 = ConversionItem(value: "74.00", category: "Jeans", metadata:["brand": "levis"]) Partnerize.conversion?.items = [item, item2]```
Objective-C	```PHGConversionItem *item = [[PHGConversionItem alloc] initWithValue:@"59.99" category:@"Shoes" quantity:@"5" metadata:@{@"brand": @"adidas", @"model" : @"stan smith"}]; PHGConversionItem *item2 = [[PHGConversionItem alloc] initWithValue:@"74.00" category:@"Jeans" metadata:@{@"brand": @"levis"}]; Partnerize.conversion.items = @[item, item2];```

*A conversion item required a value and a category as minimum required parameters

This example will add the following items to the conversion;
- 5 pairs of Adidas Stan Smith shoes priced at 59.99
- 1 pair of Levis jeans prices at 74.00

Complete conversion

Now that a conversion has items associated with it, it is now a valid sale and can be submitted at any time. You can still make changes if you wish to the conversion object itself, for example if you wish to apply a discount voucher, which can be done simply with;

Swift	`Partnerize.conversion?.voucher = "SALE10OFF"`
Objective-C	`Partnerize.conversion.voucher = @"SALE10OFF";`

This will add the voucher of **SALE10OFF** to the conversion.

When a checkout is made and payment has been received you can then complete the conversion which will then send the conversion to Partnerize and will be tracked.

| Swift | ```Partnerize.completeConversion { success, error in
    if success {
        // handle success
    }
    else if let error = error {
        // handle error, f.i. log it
    }
}``` |
|---|---|
| Objective-C | ```[Partnerize completeConversionWithCompletionHandler:^(BOOL success,
NSError * _Nullable error) {
    if (success) {
        // handle success
    }
    else if (error != nil) {
        // handle error, f.i. log it
    }
}];``` |

Additional information

Override the tracking domain

By default, the tracking domain is set to **https://prf.hn**, which is the Partnerize production tracking domain.

Should there be a reason to override this value, for example if you wish to point your requests to the Partnerize demo tracking service, this can be updated in the **PZ_SERVICE_URL** setting in the **Info.plist** of the framework.

Optional logging

Some events that occur within the SDK will return various logging information to aid you in your development of the SDK.

Unified Logging and Tracing System

Swift	`Partnerize.isLoggingEnabled = true`
Objective-C	`Partnerize.enableLogging = YES;`