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SKAdNetwork postback integrations for MMPs reference

English

# SKAdNetwork postback integration for MMPs reference

This section describes the [SKAdNetwork](#) postback integration for MMPs that have registered their endpoint with Unity. Upon receiving the postback from a device, Unity uses the following postback integration process:

1. Unity ensures that the signature is valid, then translates the SKAdNetwork `campaign-id` field back to the internal campaign ID.
2. Unity sends a JSON document to the respective MMP in a POST HTTP request, with the fields referenced in the table below.

JSON field name	Type	Description	Notes
<code>ip</code>	String	The IPv4 or IPv6 address of the device sending the postback Refer to the following example: <ul style="list-style-type: none"><li>• <code>"ip" : "198.51.100.1"</code></li></ul>	
<code>version</code>	String	The SKAdNetwork version Refer to the following example:	

JSON field name	Type	Description	Notes
		<ul style="list-style-type: none"> <li>"version" : "2.0"</li> </ul>	
app-id	Integer	The target app ID	
campaign-id	Integer	<p>The SKAdNetwork campaign ID</p> <p>Refer to the following example:</p> <ul style="list-style-type: none"> <li>"campaign-id" : 23</li> </ul>	
source-identifier	String	The SKAdNetwork source identifier	The source-identifier field supersedes the campaign-id field in SKAdNetwork version 4.0 and later.
coarse-conversion-value	String	The SKAdNetwork coarse conversion value set in the advertised app.	This field might not appear due to privacy requirements. For more information on how to set SKAdNetwork conversion values, review the <a href="#">Privacy guidelines</a> documentation.
postback-sequence-index	Integer	Indicates the conversion window in which the postback is sent.	To review receiving postbacks in multiple conversion windows, refer to Apple's <a href="#">SKAdNetwork</a> documentation.
ad-network-campaign-id	String	Unity's internal campaign ID.	

JSON field name	Type	Description	Notes
ad-network-campaign-name	String	Unity's internal campaign name.	
ad-network-id	String	The ad network ID. Refer to the following example: <ul style="list-style-type: none"> <li>"ad-network-id" : "1232"</li> </ul>	
ad-network-source-app-id	String	Unity's internal Source App ID.	This is only available if source-app-id is present in the original postback, based on privacy requirements.
source-app-id	Integer	The publisher Source App ID.	<b>&lt;Note:</b> This is only available if source-app-id is present in the original postback, based on privacy requirements.
transaction-id	String	The SKAdNetwork postback transaction ID.	
fidelity-type	Integer	A SKAdNetwork postback fidelity type Use the following values for fidelity_type : <ul style="list-style-type: none"> <li>0 : View-through ad presentation</li> </ul>	This postback is available for SKAd version 2.2 and later.

JSON field name	Type	Description	Notes
		<ul style="list-style-type: none"> <li>1 : StoreKit-rendered ad</li> </ul>	
attribution-signature	String	The attribution signature.	
redownload	Boolean	When <code>true</code> , this indicates that the user re-downloaded the app from the app store	
conversion-value	Integer	The SKAdNetwork conversion value (CV) set in the advertised app	<b>Important:</b> This field might not be present depending on privacy requirements. For more information, refer to the <a href="#">SKAdNetwork</a> documentation on setting conversion values.
timestamp	String	The time that Unity received the SKAdNetwork postback	<b>Important:</b> Use the 10-digit Unix format for all timestamps. Refer to the following example of correct Unix formatting: <ul style="list-style-type: none"> <li>August 4, 2020, 07:25 UTC:  <code>"timestamp": "1596525944"</code> </li> </ul>

## SKAdNetwork Postback example

The following example HTTP illustrates a request being sent for an MMP registered with “`https://mmp.example.com/skadnetwork-postback`” as their endpoint:

`POST /skadnetwork-postback`

HTTP/1.1 Host: mmp.example.com

Content-Type: application/json

```
{
  "attribution-signature" : "MEYCIQD3y3EyGS0VHWU\aniKNdPVg+oBnuxPt0\Nm
  "source-app-id" : 0,
  "conversion-value" : 0,
  "app-id" : 123456789,
  "transaction-id" : "6f3cfb40-4274-4dc0-be4d-df1410184a61",
  "version" : "4.0",
  "ad-network-id" : "4dzt52r2t5.skadnetwork",
  "timestamp": "1597156649200",
  "ip": "1.1.1.1",
  "ad-network-campaign-name": "skadnetwork_campaign_1",
  "ad-network-source-app-id": "h4sH3d",
  "did-win" : true,
  "source-identifier" : "0003",
  "fidelity-type" : 1,
  "postback-sequence-index" : 0,
  "coarse-conversion-value": "high",
  "redownload" : false
}
```

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