

how can we help you today?

Type to Search our knowledge base...

Q

[Help Center](#) › [MMP Integration](#)

Related Articles

[MMP Integration - Appsflyer](#)

[MMP Integration - Adjust](#)

MMP Integration – Branch

Campaign Details

Enter the campaign details in the form that appears.

**Step1:** Select from the list of IAB approved categories.

**Step 2:** Campaign Title- Default

**Step 3:** Enter the elaborated KPIs of your campaigns.

**Step 4:** Select the MMP- BranchStep 4: Enter the App Link

**Step 5:** Add the Enter the Branch Key

**Step 6:** Click on continue to move to the next page

Category	The category of the app.
Campaign Title	The name of the campaign. <b>Note:</b> This is auto generated
KPI	The Key Performance Indicators of the Campaign. <b>Note:</b> -Our system will optimize as per your suggested KPI but the billing would be done on paid events.
MMP	Mobile Measurement Partners- A third-party attribution company that collects data from marketing campaigns and shows performance. <b>Note:</b> Right now we are integrated with AppsFlyer, Branch and Adjust.
App Link	It's the playstore URL
URL	<b>Impression URL:</b> An Impression URL is a link seen by a user on an app to search and discover content. <b>Note:</b> This field is auto generated as per macros added.  <b>Click URL:</b> Click URL <b>Note:</b> This field is auto generated as per macros added.

Still need help? Contact us: [support@xapads.com](mailto:support@xapads.com)

Was this article helpful?

✓ Yes

✗ No

1 out of 1 found this helpful

Associated Member of



© Copyright Xerxes. All rights reserved