

Install and post-install events ■ Post-install events ■

Passing post-install events with mobile measurement partners ■

Pass post-install events with Appsflyer

English

Pass post-install events using Appsflyer



Unity Documentation

parameters for the Appsflyer dashboard **Integration** tab:

1. In the **General settings** section, navigate to the **Unity Ads Game ID** field and enter your Game ID from the Unity Ads User Acquisition dashboard.
2. In the **In-app event settings** section:
 1. In the **game_id** field, enter your Game ID again.
 2. Toggle the **In-App Events Postback** field to on.
 3. For optimization purposes, set the **Sending Option** field for all SDK-defined events to **Events attributed to any partner or organic**. This will send events from your entire user base, versus only sending events from users attributed to Unity.
 4. Click **Add Event** to add an SDK event to the list for each of the following Unity Ads events:

SDK event name example*	Partner event identifier**	Send revenue
af_app_opened	session	No values & no revenue
af_purchase	purchase	Values & revenue

* The **SDK event name** values in this table are examples. The real values for this field must match the event identifiers implemented in your game. For more information about these parameters, refer to the


! Appsflyer documentation on [in-app event settings](#).


** There are more identifiers in the drop-down list. However, do not select any options besides the three listed above.


In-App Events Settings





Complete this section to enable in-app event postbacks

game_id

In-App Events Postback  ☐

Sending Option 

Only events attributed to this p... 

SDK Event Name 	Partner Event Identifier 	Send Revenue 
<div> Add Event</div>		

Important: Double-check and verify the following:


- You do not pass the same event to multiple partner event identifiers.
- You've assigned the correct partner event identifier to each specific event.
- ! You do not pass duplicate events.
- The actual correct value is passed.
- The Game ID you entered is correct.

Incorrect values will result in loss of event data, as events cannot be fired after the configuration is fixed.****

Pass ad revenue data

The following section describes the options available to pass ad revenue data from AppsFlyer to Unity.

 **Note:** For ROI360 related products, contact your AppsFlyer CSM.

 **Important:** Sending ad revenue event postbacks and ad revenue via UA signals through Data Locker is part of the ROI360 advanced package so please reach out to your AppsFlyer representative to understand the commercial terms.

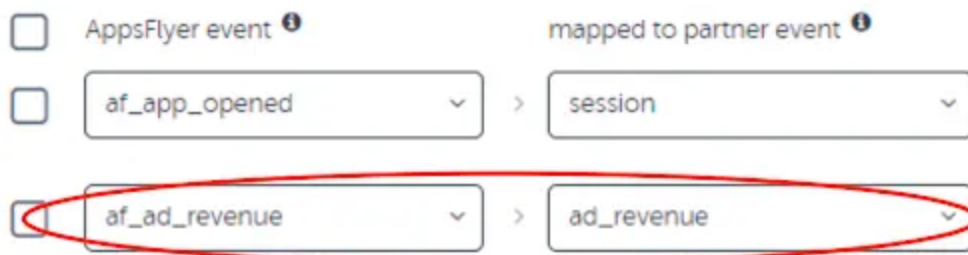
Sending ad revenue event postbacks via the AppsFlyer ROI360 solution (part of ROI360 advanced)

You can send ad revenue data through AppsFlyer's ROI360 product, which is a comprehensive solution that includes both ad revenue UA signals and ad revenue in-app event postbacks (impression level ad revenue postbacks). The latter can be used to run any ad revenue ROAS campaign type (D7 or D0).

[After onboarding with ROI360](#), follow these steps to enable and configure event postbacks on your AppsFlyer dashboard.

1. [Sign in](#) to your AppsFlyer dashboard.
2. Navigate to the **Integrations** tab.
3. Select the **af_ad_revenue** event and map it to the partner event **ad_revenue**.

When enabling event postbacks for sharing ad revenue, the mapping should be configured as follows in your AppsFlyer dashboard:



Important: While you can run D7 campaigns with AppsFlyer ROI360 postbacks, passing revenue data using UA signals to Data Locker will provide more accurate and complete ad revenue values.

Sending ad revenue via UA signals (part of ROI360 advanced)

AppsFlyer also supports passing ad revenue data through [Data Locker](#). Data Locker allows you to report on data collected in your app to a cloud storage, where it can be forwarded to multiple destinations. You can use this feature to forward ad revenue data to Unity and enable D7 ad revenue ROAS campaigns on both Android and iOS. To do so, refer to AppsFlyer's documentation on how to [grant permission for Unity through Data Locker](#).

Important: Data Locker data is more accurate than streaming data because Mediation platforms don't know the exact revenue of impressions for eCPM floors at impression time. Only ad networks have the data of the exact revenue of impressions for eCPM floors at impression time, which is generally available with a delay. Real-time data is an estimate, but Data Locker allows for enough time to report on the accurate and complete data from the network.

Sending ad revenue custom event postbacks

Another way to pass ad revenue data from AppsFlyer is to opt for custom ad revenue events forwarded as AppsFlyer custom postbacks (AF S2S). This is a non-ROI360 option and is not a premium product cost. However, custom ad revenue events are controlled by you and may be more prone to integration errors or data quality issues, since this is a none AppsFlyer-revenue event. This solution can be used to run any ad revenue ROAS campaign type (D7 or D0).

By leveraging custom in-app postbacks, you may be consuming your in-app package with AppsFlyer and therefore meeting your capping limit. Reach out to your AppsFlyer representative for more information on your plan and package details.

To set up custom ad revenue events forwarded as AppsFlyer postbacks:

- Configure an ad revenue event to share with AppsFlyer.
- Enable forwarding of this custom postback to Unity's **ad_revenue** event.

For more information with detailed steps, refer to AppsFlyer's documentation on [in-app event postback configuration](#).

Summary of AppsFlyer solutions and supported campaigns

When considering which solution to use, it's essential to weigh the advantages and limitations of each option based on your campaign goals and requirements.

AppsFlyer solution type	Supported Ad Rev campaign	Advantages	Limitations	Notes
Data Locker UA signals report	D7	More accurate ad revenue values	Can't support D0 campaigns due to daily batches of ad-revenue events without event-level timestamps. May include additional payments based on your plan.	
ROI360 ad revenue postbacks	D0, D7	Enables (near) real-time ad revenue sharing	May include additional payments based on your plan	
S2S API	D0, D7	Avoids ROI360 costs and set up	Error prone due to client-side definition and set up of the ad revenue event. Might consume in apps package with AppsFlyer and therefore meeting capping limit.	If using this method, discontinue ad revenue data sharing before opting into ROI360 postbacks

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