Unity Documentation

English

Server postback URL requests reference

Converted users who install the advertised game as a result of the campaign are reported by using a postback URL. You can retrieve this reporting with HTTP GET requests.

For iOS, use the following URL:

```
https://postback.unityads.unity3d.com/games/[GAME_ID]/install?advertisin
```

For Android, use the following URL:

```
https://postback.unityads.unity3d.com/games/[GAME_ID]/install?advertisin
```

The `GAME_ID` parameter is your Unity Ads [Game ID](). You can find this ID by signing in to the [Unity Ads User Acquisition dashboard]() and selecting **Campaigns**.

> ❗ **Note**: For existing users, the legacy `impact.applifier.com` domain will continue working in parallel with the new `postback.unityads.unity3d.com` domain. However, we recommend that you migrate to the new domain.

Postback URL parameters

The following identification parameters must be relayed in the Postback URL request:

Parameter	Description	Example	Notes
`advertisingTrackingId` (iOS)	The Identifier for Advertising (IDFA) in uppercase form. This is compulsory for all installs (either raw form or MD5 hashed form).	XXXXXXXX–XXXX–XXXX–XXXX–XXXXXXXXXXXX	
`advertisingTrackingIdMD5` (iOS)	The Identifier for Advertising (IDFA) in MD5 hashed, lowercase form. This is compulsory for all installs (either raw form or MD5 hashed form).		
`advertisingTrackingId` (Android)	The [Google Advertising ID](#) in lowercase form. This is compulsory for all installs (either raw form or MD5 hashed form).	XXXXXXXX–XXXX–XXXX–XXXX–XXXXXXXXXXXX	
`advertisingTrackingIdMD5` (Android)	The [Google Advertising ID](#) in MD5 hashed, lowercase form. This is compulsory for all installs (either raw form or MD5 hashed form).		
`gamerId`	The unique Unity Ads identifier that is mandatory for attributing users that have Limited Ad Tracking (LAT) on, where the value of the advertising identifier is `00000000–0000–0000–0000–000000000000` . If gamerID is not found in this case, a `malformed` error will appear,	58c116080dbe250047a2a398	

Parameter	Description	Example	Notes
	with response code 400: `Malformed or missing input data.`		
`installTimeEpoch`	Install time in seconds since epoch. This is mandatory for certain campaign types.	1615973128	
`rawAndroidId`	The [Android ID](#) in its original lowercase form.		This is not recommended because it is not required if the Android device has correctly integrated Google Play Services and has Google Play installed. It is, however, compulsory for all Android installs that don't have a Google Advertising ID.
`androidId`	The [Android ID](#) in MD5 hashed form.		This is not recommended because it is not required if the Android device has correctly integrated Google Play Services and has Google Play installed. It is, however, compulsory for all Android installs that don't have a Google Advertising ID.

Parameter	Description	Example	Notes
`attribute d`	A flag indicating whether this install is attributed to Unity Ads and can be charged. The default value (`attributed=1`) indicates that the condition is true. If the condition is false (`attributed=0`), the install will only be marked to the player, and will not be charged.	• `attri buted =1` • `attri buted =0`	Only use this parameter if you send event data for all installs, as opposed to only sending installs attributed to Unity.

Postback URL response format

If the message was successfully received, the Unity Ads install tracking server responds with a `200 OK` status code without a response body.

If the message cannot be processed, the server responds with a `4XX/5XX` status code, and any available errors appear in the response body in JSON format.

> ⓘ **Note**: The status code does not indicate if this postback call was actually recorded as a chargeable install. It only states that the message was successfully received and processed.

Was this page helpful?

[Yes]   [No]

Report a problem with this page.

          📖   **Documentation**

Legal   Privacy Policy   Terms Of Use   Cookies   Do Not Sell or Share My Personal Information