



Privacy compliance ■ Apple SKAdNetwork support ■ Introduction to the Apple SKAdNetwork

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English

# Introduction to the Apple SKAdNetwork


Apple's iOS 14 release introduced key changes to the advertising ecosystem. This section details the responses Unity has implemented, along with the steps to ensure sustained campaign performance, and guides you through the integration and testing process for your app with SKAdNetwork.

## Integrate and test your app with SKAdNetwork

Apple's StoreKit Ad Network, or SKAdNetwork, is a privacy API framework that helps ad networks and advertisers measure their ad activity on an aggregated level.

Unity recommends that all advertisers [configure their apps](#) for SKAdNetwork install attribution by calling one of the following methods:

- `registerAppForAdNetworkAttribution()`
- `updateConversionValue(_:)`

 **Note:** For more information, refer to the section below on setting the SKAdNetwork conversion value.

Unity supports SKAdNetwork attribution install postbacks by receiving data from Apple and sharing it with participating mobile measurement partners (MMPs). For more information, refer to the documentation on [SKAdNetwork postback integration](#).

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## Documentation

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