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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- AppsflyerStep 4: Enter The C=Step 5: Add the Click Look Back Window

Step 6: Add the Deeplink Step 7: Click on continue to move to the next page

Category	The category of the app.
Campaign Title	The Title of the campaign. **Note:** This is auto-generated
KPI	The Key Performance Indicators of the Campaign. Note: -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. **Note:** Right now we are integrated with AppsFlyer, Branch and Adjust.
C=	The Unique Identification Value for mapping data on Appsflyer set by app owners.
Click Look Back Window	The period of time (after an ad is clicked or viewed) within which an install can be attributed, or matched to that ad.
Deep Link	Link to the inner page of the mobile app you want users to open by default.

Impression URL	An Impression URL is a link seen by a user on an app to search and discover content. **Note:** This field is auto generated as per macros added.
Click URL	**Note**: This field is auto generated as per macros added.

Still need help? Contact us: support@xapads.com

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