Unity Documentation

Install and post-install events ▊ Install events ▊ Track unattributed installs

English

Track unattributed installs

Unattributed installs are installs that are attributed to other (non-Unity) ad networks. In general, attribution partners (MMPs) do not pass unattributed installs to Unity by default, but activating them in your partner dashboard helps Unity User Acquisition enrich its models with additional data that may result in more efficient campaigns.

To enable unattributed installs from your MMP:

MMP	Steps to enable unattributed data
AppsFlyer	1. On the Appsflyer dashboard, select **Configuration**. 2. Select **Integrated Partners** > **Unity Ads**. 3. In the **Default postbacks** or **In-app events postback** section, set the **Sending option** field to **All media sources, including organic**
Adjust	1. On the Adjust dashboard, select **Partner Setup** > **Unity**. 2. Toggle Attributed Only to OFF.
Singular	1. On the Singular dashboard, select **ATTRIBUTION**. 2. In the **Partner Configuration** section, under **Event Postbacks**, check the **Send all** checkbox.
Kochava	1. On the Kochava dashboard, select **Partner Configuration**. 2. Locate **Unity Ads**, and set the **Delivery method** to **All**.

! **Note**: If your MMP isn't listed, please contact them for information on how to activate unattributed installs.

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