Unity Documentation

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English

Track installs with a server-to-server integration

To help launch install campaigns in Unity Ads, developers can send install tracking information by using a server-to-server integration. This ensures that advertised applications do not need to be updated to include install tracking specifically for Unity Ads.

This document explains how to integrate a third-party install tracking service or your own application servers in order to notify Unity Ads of new installs in your iOS and Android games.

> **!** **Note**: Activating [unattributed installs](#) can help to improve User Acquisition data models and campaign performance.

Mobile measurement partners

To correctly run Unity ad campaigns, you must have a third-party or in-house attribution service provider (also known as a mobile measurement partner or MMP). The following links provide information about some common providers:

- [Adjust](#)
  - [Unity Ads integration](#)
  - [Adjust tracking URLs](#)
- [AppsFlyer](#)
  - [Unity Ads integration](#)
- [Singular](#)
  - [Onboarding guide](#)
  - [Unity Ads integration](#)

- [Kochava](#)
  - [Create an install campaign](#)
- [Tenjin](#)
  - [Get started with Tenjin attribution](#)
- [Branch](#)
  - [Partner integration guide](#)

> ⓘ **Note**: Branch acquired Tune in 2019.

If you already use an MMP, you need to configure attribution tracking links to notify them of views or clicks, then configure a Unity Ads postback URL to notify Unity Ads about the install conversions.

Server responses to impressions or clicks

The tracking URL can fire from an impression (when the user watches an ad) or a click (when the user clicks the download link from the ad). The server should respond with an `HTTP 200 OK` message.

> ⚠️ **Important:** Do not use a destination URL when generating the tracking URL from the third-party attribution provider dashboard. The URL should not redirect to the Apple App Store or Google Play Store. The tracking URL is only intended to track the ad impression on the click event. If the tracking URL redirects to the store, tracking will fail.

Unity Ads loads the respective store page in an app sheet to avoid directing the player outside of the game.

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