



Install and post-install events ■ Install events ■
Tracking install events with server-to-server integration ■
Server-to-server integration tracking URL reference

English

Sever-to-server integration tracking URL reference

Use the [Unity Ads User Acquisition dashboard](#) to [define custom tracking URLs](#) for your campaigns. This URL reports the user's identification at the time of impressions (or clicks) from the campaign to your install tracking service. The service uses this information to attribute any subsequent installs to the correct ad network and then make a callback to that network with the proper user details.

URL requirements

Your tracking URLs must comply with the following requirements:

- The URL and any redirection uses HTTPS.
- The URL contains the `{ifa}` dynamic custom token (refer to the following table).
- HTTP Redirections are executed by using [HTTP 3XX codes](#), not HTML or Javascript.
- The URL does not redirect to the Apple App Store or the Google Play Store.

If your MMP does not support HTTPS, contact Unity for assistance.

Dynamic custom tracking URL tokens

The following dynamically replaced tokens are available in the Tracking URL:

Token	Description	Example	Notes
{ifa} (iOS)	The iOS Identifier for Advertising (IDFA) in plain text in its original uppercase form.	1234ABCD-1234-5678-ABCD-1A2B3C4D5E6F	
{ifa} (Android)	The Google Advertising ID in its original lowercase form. This will replace the Android ID as the primary identification method on Android. During the transition phase, both identifiers need to run in parallel.	1234abcd-1234-5678-abcd-1a2b3c4d5e6f	
{ifa_md5} (iOS)	The iOS Identifier for Advertising (IDFA) MD5-hashed from its original uppercase form.	1234567890ABCDEF GHIJK123456ABCDE F	
{ifa_md5} (Android)	The Google Advertising ID MD5-hashed from its original lowercase form.	1234567890abcdef ghijk123456abcde f	
{android_id_md5}	The MD5 hashed Android ID of the Android devices, in MD5 hashed form. This should only be used when the Google Advertising ID {ifa} is not available, such as instances when Google Play Services is not installed on the Android device.	MD5 12345678ABCDEFGH = 123ABC456DEF789G HI012JKL345MN067 890	
{ip}	The IP address of the end-user.	123.123.123.123	This is provided for informational purposes only, and is not suitable for

Token	Description	Example	Notes
			user identification in install tracking.
{country_code}	The user's ISO 3166-1 alpha-2 country code in upper case.	GB	GB indicates the United Kingdom of Great Britain and Northern Ireland.
{campaign_id}	The Unity Ads campaign ID.	12345678abcdefgh 9012ijkl	
{campaign_name}	The Unity Ads campaign name.	my_ad_campaign	
{game_id}	The Unity Ads Game ID of the advertised game.	1234567	
{gamer_id}	The unique Unity Ads identifier 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 the gamer ID is not found in this case, you will receive a malformed error, response code 400.	Malformed or missing input data	
{source_app_id}	The universal source identifier of the app showing the ad. This is a case-sensitive alphanumeric string.	9g74cAw7WM1L	Prior to migration in May 2020, this was represented by source_game_id .
{source_game_id}	Important: This field is deprecated as of May 11, 2020. This has been	7654321	

Token	Description	Example	Notes
d}	replaced by source_app_id.		
{os}	The operating system of the end-user's device.	<ul style="list-style-type: none"> 9.2.1 (iOS) 4.4.0 (Android) 	
{device_type}	The end-user's device type.	<ul style="list-style-type: none"> iPad4,1 motorola XT1254 samsung SM-G900F 	
{creative_pack}	The name of the creative pack used in the ad.	Video Creatives Pack – EN – 15s	
{creative_pack_id}	The unique identifier for the creative pack used in the ad.	5beafbce74ed83001acb258c	
{language}	The end-user's device language.	en-GB	
{user_agent}	The end-user's device user agent.	<ul style="list-style-type: none"> Mozilla/5.0 (iPhone; CPU iPhone OS 9_3_5 like Mac OS X) AppleWebKit/601.1.46 (KHTML, like Gecko) Mobile/13G36 (iOS) Mozilla/5.0 (Linux; Android 	

Token	Description	Example	Notes
		6.0.1; SM-G920V Build/MMB29K) <ul style="list-style-type: none"> • AppleWebKit/537.36 (KHTML, like Gecko) • Chrome/52.0.2743.98 Mobile Safari/537.36 (Android) 	
{device_make}	The end-user's device make.	<ul style="list-style-type: none"> • Apple (iOS) • samsung (Android) 	
{device_model}	The end-user's device model.	<ul style="list-style-type: none"> • iPhone7,2 (iOS) • SM-G900F (Android) 	
{is_ska_network_supported}	The SKAdNetwork support status.	true or empty.	This field is only available for iOS devices.
{video_orientation}	The orientation of the creative shown in the ad.	<ul style="list-style-type: none"> • portrait • landscape 	
{screen_size}	The screen size based on device targeting .	<ul style="list-style-type: none"> • small • normal • large • xlarge 	This field is only available for Android devices.
{screen_density}	The screen density based on device targeting .	<ul style="list-style-type: none"> • ldpi • mdpi 	This field is only available for

Token	Description	Example	Notes
y}		<ul style="list-style-type: none">hdpixhdpixxhdpixxxhdpi	Android devices.

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