



Install and post-install events ■ Install events ■ Test attribution tracking links with the Ad Testing app

English

Test attribution tracking links with the Ad Testing app

Before you go live with a new campaign, use the Attribution Links Tester to ensure that your links are properly configured. The Attribution Links Tester is a feature of Unity's Ad Testing app, which you can download from the Apple App Store for your iOS device, or from the Google Play Store for your Android device.

The Attribution Links Tester:

- Simulates a user installing the advertised game, and checks that the install is attributed properly.
- Reduces your risk of failed attribution, incorrect reporting, misleading campaign performance data, and related issues.

Install Unity's Ad Testing app

To download and install the Ad Testing app, go to its [Apple App Store](#) or [Google Play](#) page. You can also search "Ad Testing" in the app store.

⚠ Important: Be sure to install version 2.4.1 or higher for iOS, and version 2.4.0 or higher for Android.

Prerequisites

Before running your test, please ensure that you have correctly configured the following:

- Include at least one approved [creative pack](#) in the campaign you're testing. Without an approved creative pack, the Attribution Link Tester will not work.
- Assign a [budget](#) to the campaign you're testing. Without a budget, the Attribution Link Tester will not work.
- Use a device that does not already have the test app installed. If the device already has the app installed, it will disrupt the test flow and prevent attribution link validation.
- Enable Ad Testing to request permission to track data across apps on your device. When you open the Ad Testing app, it will prompt you to allow tracking. Alternatively, you can access the data tracking permission in your phone's settings.

For iOS devices:

1. Go to **Settings > Privacy > Allow Apps to Request to Track** and **enable** the setting.

Note: If this setting was already enabled, you must reset your device's Identifier for Advertisers (IDFA).
To do this:

- ! 1. Toggle the **Allow Apps to Request to Track** setting **off**.
- 2. When prompted, select **Ask Apps to Stop Tracking**.
- 3. Toggle the **Allow Apps to Request to Track** setting **on** again.

For Android devices:

1. Select **Settings > Google services > Ads**, and **disable** the **Opt out of Ads Personalization** setting to ensure that Google can track your device across apps.
2. From the ads settings screen, select **Reset advertising ID** and confirm that you want to reset your Android Advertising ID.

For Android devices using Android 12 and later:

1. Go to **Settings > Google services > Ads**, and select **Get new advertising ID** to confirm that Google can track your device across apps.

! **Note:** If **Delete advertising ID** displays instead, it means the device has opted-in to ads personalization.

1. From the ads settings screen, select **Reset advertising ID** and confirm that you want to reset your Android Advertising ID.

Use the Attribution Links Tester

To test your attribution tracking links:

1. From the [Unity Ads User Acquisition dashboard](#), select the campaign you want to test and scroll to the **Attribution links** section.
2. Click **Test attribution link: Show QR code**. Note that this only appears after you've entered and saved your attribution tracking links, and the campaign has at least one approved creative pack.



Attribution links

To track user interactions with ads, you will need to obtain attribution links from an in-house or 3rd-party attribution provider.

When setting up your integration with the provider, use this unique Unity Game ID:

Apple 500093177

[Learn about attribution](#)

Attribution provider Not set

When you set up your game with an attribution provider, you will be asked for a Game ID. Please ensure that it is correct. The Game ID for this app is [redacted]

Test attribution link: Show QR code

3. In the Ad Testing app, click **Scan QR**, and allow the app to access your device's camera.
4. Scan the QR code from the dashboard.
5. Following the on-screen prompts, initialize the ad.
6. Play the ad and select **CTA** to install the app on your device.
7. Open the advertised app to give it time to send postbacks to the MMP. The MMP will then forward install postbacks to Unity.
8. Return to the test app and select **Check Install Postback Status**.

Note: It may take a few minutes before Unity receives install postbacks from MMPs. Unity supports a validation period of up to 12 minutes. Tapping **Check Install Postback Status** on the Attribution Link Tester initiates the first validation attempt. If the first attempt does not yield a positive result, wait a few minutes and try again. If additional attempts continue to fail, the attribution links are either not correct, or the MMP requires more than 12 minutes to return the install attribution data.

Important: Unity does not support testing for Android standalone campaign attribution links or cross-promotion campaign attribution links.

Next steps: Configure [other settings](#) for your campaign.

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Documentation

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