

**Unity Documentation** 

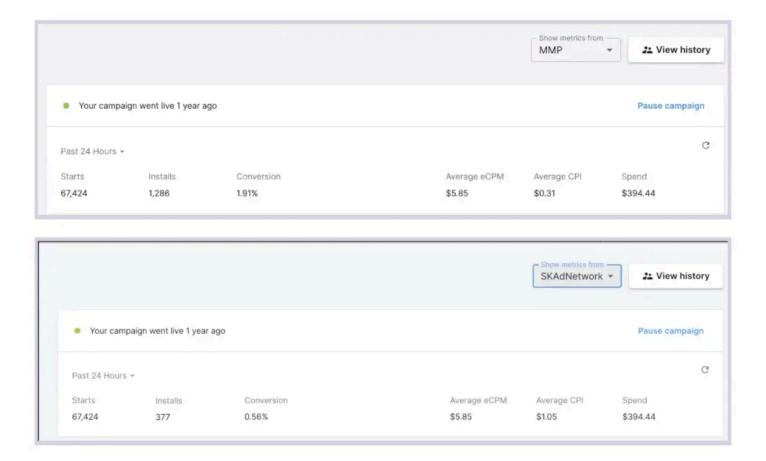
Reporting and analytics Report Builder Report Builder dashboard reports SKAdNetwork reporting

English

## **SKAdNetwork reporting**

If you have data from <u>SKAdNetwork postbacks</u>, you can switch between dashboard metrics for Mobile Measurement Partners (MMP) and the <u>SKAdNetwork</u> in Report Builder.

The following is a comparison of MMP data against SKAdNetwork data from the last 24 hours for a test account:



The number of installs differs in the examples. This discrepancy will gradually change as publishers adopt SKAdNetwork.



**Note**: Certain details, such as conversion statistics, aren't available for SKAdNetwork data because of the granularity of SKAdNetwork postbacks.

## Was this page helpful?



Report a problem with this page.



## **Documentation**

Copyright © 2024 Unity Technologies

Legal Privacy Policy Terms Of Use Cookies Do Not Sell or Share My Personal Information

"Unity", Unity logos, and other Unity trademarks are trademarks or registered trademarks of Unity Technologies or its affiliates in the U.S. and elsewhere (more info here). Other names or brands are trademarks of their respective owners.