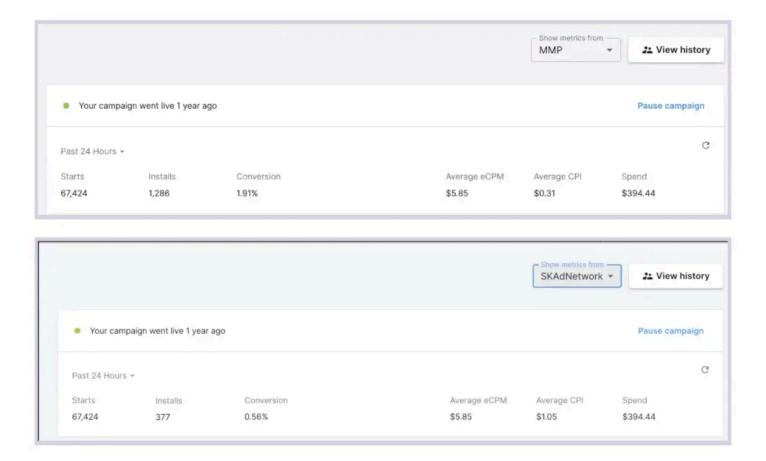Unity Documentation

Reporting and analytics ▮ Report Builder ▮ Report Builder dashboard reports ▮
SKAdNetwork reporting

English

SKAdNetwork reporting

If you have data from [SKAdNetwork postbacks](#), you can switch between dashboard metrics for
Mobile Measurement Partners (MMP) and the [SKAdNetwork](#) 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.

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Documentation