



Install and post-install events ■ Post-install events ■

Passing post-install events with mobile measurement partners ■

Pass post-install events with Singular

English

Pass post-install events using Singular

To set up Singular to pass post-install data to Unity, follow their [documentation](#) using the following settings within the **Partner Configuration** section of their dashboard:

1. In the App-specific configuration section:
 1. In the Unity Ads Game ID field, enter your [Game ID](#) from the Unity Ads User Acquisition dashboard.
 2. Set the [Click-through attribution lookback window](#).
2. In the Event postbacks section:
 1. For optimization purposes, set the **Send in-app events to Unity Ads** field to Send this partner postbacks about all in-app events. This will send events from your entire user base, versus only sending events from users attributed to Unity. For more information, refer to Singular's [documentation](#) on event postbacks.
 2. Click the plus (+) icon to add an SDK event to the list for each of the following Unity Ads events:

| In-app (SDK) event name example* | Event name** | Send revenue |
|--|--------------|--------------|
| __SESSION__ | session | Enabled |
| __iap__ or [custom purchase event name] * | purchase | Enabled |
| __ADMON_USER_LEVEL_REV ENUE__ | ad revenue | Enabled |

* Choose either `_iap_` or the custom revenue event name you have implemented as your revenue event in Singular's SDK. For more information, refer to Singular's [documentation](#) on event postbacks.

** There are more identifiers in the drop-down list. However, do not select any options besides the three listed above.

Note: If the ad revenue event does not appear, you need to set up user-level ad revenue. For more information and instructions on how to configure these settings, refer to Singular's [guide](#) on Ad Revenue Attribution.

Unity Ads Configuration

App

Site

Show Advanced Settings ☐

App-specific Configuration

☒ Enable View-through Tracking

☐ Send postbacks to Unity Ads on all installs

Unity Ads Game ID

Click-through attribution lookback window

1d 7d 30d

Event postbacks

Send in-app events to Unity Ads

In-app (SDK) event name

Event Name

Send revenue ☐

Cancel Save

Events marked by asterisk (*) are auto-generated by the Singular SDK

Important: Double-check and verify the following:

- You do not pass the same event to multiple partner event identifiers.
- You've assigned the correct partner event identifier to each specific event.
- You do not pass duplicate events.

- You have enabled the “Send Revenue” checkbox to pass the actual revenue value for your configured event.
- The Game ID you entered is correct.

Incorrect values will result in loss of event data, as events cannot be fired after the configuration is fixed.

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.