



Install and post-install events ■ Track installs with attribution tracking links

English

Track installs with attribution tracking links

Three events can measure user interactions with your video ad campaign:

- Starts (Impressions)
- Completed views
- Clicks

To accurately report these events, you must obtain attribution tracking links from a 3rd-party or in-house attribution service. This topic explains how to tie attribution tracking links to campaigns in the dashboard.

Note: The [server to server install tracking](#) documentation explains how to get the links you'll need for this step. If you wish to differentiate campaigns according to an iOS device's Limited Ad Tracking (LAT) setting, be sure to choose an [attribution partner that supports LAT](#).

Setting attribution tracking links


Once you've obtained your links, return to the [Unity Ads User Acquisition dashboard](#) and select the campaign you want to update.


1. Scroll to the **Attribution links** settings.

Note: If you use Adjust or Appsflyer, there is an additional question about privacy mode settings. Visit the section [about these settings](#) for guidance.


2. Click the edit icon, then paste the appropriate URLs into their corresponding fields.

Setting	Description	Requirement
Start (Impression)	Fired when players start viewing the video. The start link executes right before the ad begins to play, helping you measure reach.	<ul style="list-style-type: none"> Required for AppsFlyer campaigns Recommended for all campaigns
Completed view	Fired when players finish watching the video. Note: This field is hidden by default. To display it, select Show advanced .	<ul style="list-style-type: none"> Optional
Click	Fired when the player clicks the download button.	<ul style="list-style-type: none"> Required

 **Note:** Campaigns require a **Click** attribution link. The recommended best practice is to assign **Start** and **Completed view** attribution links as well. Collecting these settings will help you compare campaigns.


 **Important:** If your campaign uses Appsflyer, the **Start** field is required.

iOS Appsflyer or Adjust privacy modes

 **Note:** This setting is relevant for advertisers that are currently using Adjust's [Extended Privacy Measurement](#) or AppsFlyer's [Aggregated Advanced Privacy](#) for their iOS campaigns, or have used them in the past. If you have never used either of these modes, you can disregard this setting.

The **Attribution links** settings dialogue will update to ask if you are using Adjust EPM or Appsflyer AAP. If you are using Adjust or Appsflyer, confirm these settings in the dashboard so Unity can choose the optimal conversion model and improve your campaign performance. As the advertiser, you are responsible for updating this setting to reflect your MMP setting.

URL formatting requirements

 **Important:** Ensure that all links comply with the following requirements. Otherwise the attribution will not work correctly.

- The URL and any redirection must use HTTPS.
- The URL must at least contain the `{ifa}` dynamic custom token.
- HTTP redirections should be done via HTTP 3XX codes and not via HTML/Javascript.
- URLs cannot be redirected to the Apple App Store or Google Play store.

When you save the attribution link, the dashboard checks for errors to validate that the URL is syntactically correct.

Next steps: [Test](#) your attribution tracking links.

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Documentation

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