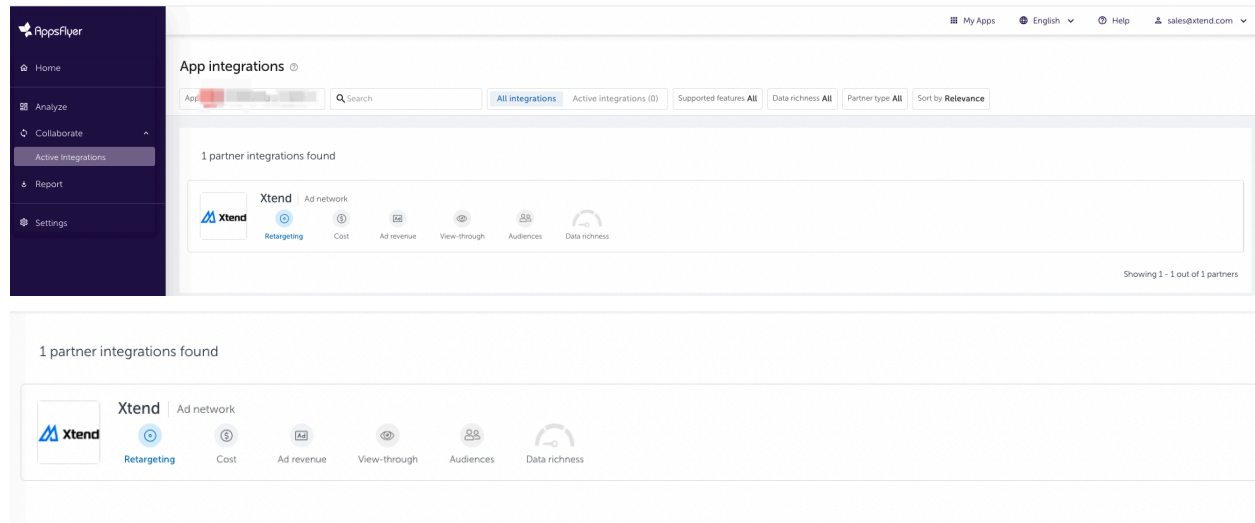


# Xtend AppsFlyer Integration

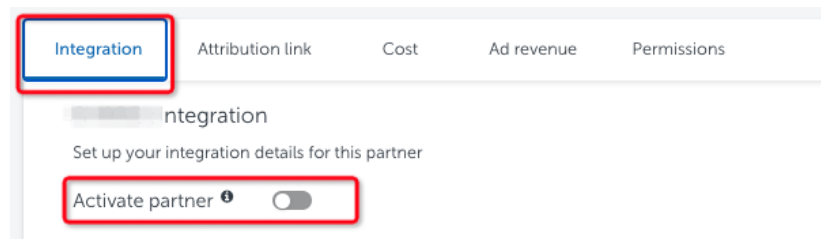
## Authorize Permissions to Xtend

To search the integrated partner list:

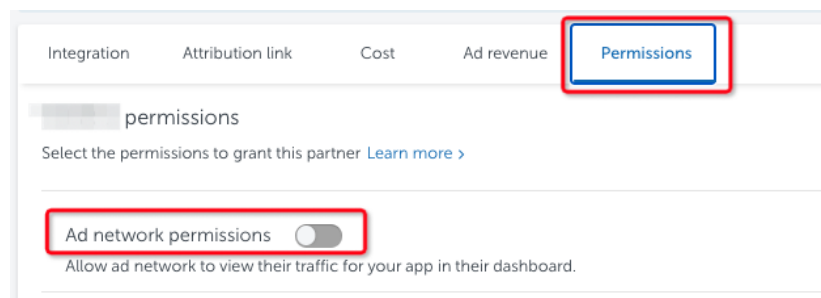
### 1. Search Xtend



### 2. Goto Configuration > Integrated Partners> Integration tab. Turn on Activate partner, and choose Android for app integration. Click Save Integration.



### 3. Go to Permissions tab, activate Ad network permissions.



#### 4. Grant the following data to Xtend, and click Save Permissions

Integration Attribution link Cost Ad revenue **Permissions**

Select the permissions to grant this partner [Learn more >](#)

**Ad network permissions** ☒

Allow ad network to view their traffic for your app in their dashboard.

Allow access to [redacted] team members

Note: Admin users have permissions by default when this feature is enabled.

[Add team member](#)

Allow [redacted] team members to:

- Configure integration ☒
- Configure in-app event postbacks ☒
- Access retention report ☒
- Access aggregate loyal users data ☒
- Access aggregate conversions data ☒
- Access aggregate in-app events data ☒
- View validation rules ☐ **open it**
- Access aggregate revenue data ☐
- Use ad spend ingestion ☐
- Access Protect360 dashboard & raw data ☐ **open it**

[Back to list](#) [You have unsaved changes](#) [Discard changes](#) **Save Permissions**

## Create Retargeting Link

Go to Attribution link tab. Activate Retargeting Settings. Click Save attribution link. Copy Click Attribution Link and Impression Attribution Link and give to Xtend

Integration

Attribution link

Cost

Ad revenue

Retargeting settings ?

Launch the app using a URI scheme

URI scheme ?

Example: yourapp ://

Ignore active users for retargeting ?

Re-engagement window ?

Hours

Days

lifetime

1

10

20

30

40

50

60

70

80

90

> 30 days

Click-through attribution

Click-through lookback window

Hours

Days

1

5

7

10

15

20

25

30

> 7 days (✓ AF recommended)

Click attribution link ?

https://app.appsflyer.com/id.moxa?  
pid- &af\_siteid=si\_a&is\_retargeting=true&af\_reengagement\_window=30d&  
af\_click\_lookback=7d&clickid={clickid}&android\_id={android\_id}&advertising\_id=  
{advertising\_id}&idfa={idfa}

View-through attribution

View-through lookback window

1

4

8

12

16

20

24

> 24 hours

Impression attribution Link ?

https://impression.appsflyer.com/id.moxa?  
pid- &af\_siteid=si\_a&is\_retargeting=true&af\_reengagement\_window=30d&  
af\_viewthrough\_lookback=24h&clickid={clickid}&android\_id=  
{android\_id}&advertising\_id={advertising\_id}&idfa={idfa}

You have unsaved changes

Discard changes

Save Attribution link

## Activate Postback

1. Go to Integration tab, activate In-app event postbacks, and make the in app event postback window same as your shareit account.

Integration

Attribution link

Cost

Ad revenue

Permissions

Set up your integration details for this partner

Activate partner ⓘ ☒

Install attribution

Install view-through attribution ⓘ ☒

Default postbacks ⓘ

Select how to send the following postbacks to this partner

Event Name

for users from

Install

All media sources, including organic ▾

Rejected Install

This partner only ▾

Reengagement

This partner only ▾

In-app event postbacks ⓘ ☒

**2. Manually add each event, choose All media sources, and turn on values & revenue. Click Save Integration.**

In-app event postbacks ⓘ ☒

In-app event postback window ⓘ

☐ Hours ☐ Days ☐ Months ☒ Lifetime

☒ Add manually
 ☐ Send all events (excludes uninstalls and sessions)
 Bulk actions ▼

	AppsFlyer event ⓘ	for users from ⓘ	including ⓘ	
<input type="checkbox"/>	af_purchase ▼	All media sources, includi... ▼	Values & revenue ▼	⋮ 🗑
<input type="checkbox"/>	new_customer_purch... ▼	All media sources, includi... ▼	Values & revenue ▼	⋮ 🗑
<input type="checkbox"/>	af_add_to_cart ▼	All media sources, includi... ▼	Values & revenue ▼	⋮ 🗑
<input type="checkbox"/>	af_content_view ▼	All media sources, includi... ▼	Values & revenue ▼	⋮ 🗑
<input type="checkbox"/>	af_initiated_checkout ▼	All media sources, includi... ▼	Values & revenue ▼	⋮ 🗑
<input type="checkbox"/>	af_app_opened ▼	All media sources, includi... ▼	No values & no revenue ▼	⋮ 🗑

Discard changes
Save Integration