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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:

This screenshot shows the Report Builder interface with the 'Show metrics from' dropdown set to 'MMP'. The dashboard includes a status message 'Your campaign went live 1 year ago' with a 'Pause campaign' link. The main table displays data for the 'Past 24 Hours'.

Starts	Installs	Conversion	Average eCPM	Average CPI	Spend
67,424	1,286	1.91%	\$5.85	\$0.31	\$394.44

This screenshot shows the Report Builder interface with the 'Show metrics from' dropdown set to 'SKAdNetwork'. The dashboard includes the same status message and 'Pause campaign' link. The main table displays data for the 'Past 24 Hours'.

Starts	Installs	Conversion	Average eCPM	Average CPI	Spend
67,424	377	0.56%	\$5.85	\$1.05	\$394.44

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

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