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Server-to-server integration event parameters reference

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English

# Server-to-server integration event parameters reference

## Required Audience Pinpointer event parameters

You must include the following components with your event query for Audience Pinpointer campaigns.

**Note:** All parameters are case-sensitive.

### Base URL

Use the following base string in all of your event query URLs

```
https://ads-secondary-conversion.unityads.unity3d.com/v1/events
```

### User identification

#### Required user identification identifiers

The following identifiers are required for the User identification component:

```
gamer_id={Unity Ads gamer ID of installing user}
```

**Note:** You must pass `gamer_id` for Audience Pinpointer campaigns, except in the case of limited tracking (LAT) users.

`ifa={iOS identifier for advertising in iOS}`

**Note:** The `ifa` identifier is required for iOS. You may alternatively pass `idfa`

`aid={Google Play Advertising Identifier}`

**Note:** The `aid` identifier is required for Android.

## Optional user identification identifier

The following identifier is optional for the User identification component:

`android_id_md5={md5 hash of lowercase Android ID}`

**Note:** Pass `ifa` or `aid` to help diagnose potential issues with the incoming data.

## Ad tracking setting

`tracking_enabled={1|0}` or `tracking_limited={1|0}`

## Campaign ID

`campaign_id={Unity Ads campaign ID}`

## Game identification

When you configure your game identification component, use both the required identifier and one of the optional identifiers.

## Required Game identification identifier

Use this identifier in conjunction with one of the optional Game identification identifiers.

```
game_id={Unity Ads Game ID}
```



**Note:** To locate this from the **Unity Ads User Acquisition dashboard**, navigate to the **Apps** page and hover over the desired app.

## Optional Game identification identifiers

Use one of these identifiers with `game_id` in your game identification component.

```
platform={ios\|android}&store_id={itunes id\|googleplay id}
```

```
platform={ios\|android}&bundle_id={bundle id}
```

```
platform={ios\|android}&project_id={Unity Project ID}
```

When configuring these optional components, use one of the following accepted values:

Accepted iOS values	Accepted Android values
<ul style="list-style-type: none"><li>• ios</li><li>• itunes</li><li>• iOS</li><li>• iTunes</li></ul>	<ul style="list-style-type: none"><li>• android</li><li>• google</li><li>• Android</li><li>• Google</li><li>• gplay</li><li>• GooglePlay</li></ul>

## Original install timestamp

```
install_ts={unix time in seconds or milliseconds}
```



**Note:** Pass this same parameter and value to Unity with the install attribution postback.




**Important:** Milliseconds are the recommended best practice for timestamps.

## Event identification

Use `event={event name}` to identify which event was triggered by the user. Use one of the following for the event name:

Campaign type	Identifier
<a href="#">Retention</a> campaigns	Use <code>session</code> to indicate that the user started a gameplay session.
<a href="#">In-app purchase</a> <a href="#">ROAS</a> campaigns	Use <code>purchase</code> to indicate that the user completed an in-app purchase, along with <code>value={amount}&amp;currency={currency}</code> for the transaction amount.
<a href="#">Ad revenue ROAS</a> campaigns	Use <code>ad_revenue</code> to indicate that the user generated ad revenue, along with <code>value={amount}&amp;currency={currency}</code> for the revenue amount.

 **Note:** Format revenue values as a decimal, such as `1.23`.

 **Important:** If your revenue value is in USD, you can send `revenue_usd={amount}` instead of `value={amount}&currency={currency}`

## Original conversion attributed

Use `was_conversion_attributed=1` to indicate that the original conversion of this user has been attributed to Unity.

## Optional event parameters

Include the following optional components with your event query to help improve campaign performance:

Component	Parameter
Timestamp	<p>Use <code>ts={unix time in seconds or milliseconds (preferred)}</code> for when the event happened.</p> <p>By default, the event happened at (or near) the time it was fired to the endpoint.</p>
Event identification	<p>Pass <code>event={event name}</code> unless your event is one of the following:</p> <ul style="list-style-type: none"> <li>• <code>session</code></li> <li>• <code>purchase</code></li> <li>• <code>ad_revenue</code></li> </ul> <p>Use one of the following supported event names with <code>event={event name}</code>:</p> <ul style="list-style-type: none"> <li>• <code>registration</code> : The user registered to the app.</li> <li>• <code>spent_credits</code> : The user spent virtual currency to buy in-game items.  <b>Note:</b> You can also specify these optional <code>spent_credits</code> parameters: <ul style="list-style-type: none"> <li>• <code>value={how many credits}</code></li> <li>• <code>type={what type credits}</code></li> </ul> </li> <li>• <code>invite</code> : The user invited friends to the game.</li> <li>• <code>share</code> : The user shared the game with friends.</li> <li>• <code>level_complete</code> : The user completed a level  <b>Note:</b> You can also specify this optional <code>level complete</code> parameter: <ul style="list-style-type: none"> <li>• <code>value={level name}</code></li> </ul> </li> <li>• <code>tutorial_complete</code> : The user completed a tutorial.</li> <li>• <code>achievement_unlocked</code> : The user unlocked an achievement.</li> <li>• <code>custom</code> : A custom event occurred  <b>Note:</b> You can also specify these optional <code>custom</code> event parameters: <ul style="list-style-type: none"> <li>• <code>custom_event={custom_event_name}</code></li> <li>• <code>value={value}&amp;type={type}</code></li> </ul> </li> </ul>

Component	Parameter
Test mode	<code>test=1</code> is a test event being fired to the service. It doesn't count as a real event from end users.
Tracking partner	<code>tracking_partner={tracking service name or other string to identify attribution provider}</code>
App name	<code>app_name=Game+Name</code>
Advertiser name	<code>advertiser_name=Advertiser+Name+In+Here</code>
Original impression timestamp	<ul style="list-style-type: none"> <li><code>impression_ts=1234567890</code> : timestamp in seconds</li> <li><code>impression_ts=1234567890123</code> : timestamp in milliseconds</li> </ul> <p><b>Important:</b> Use Unix formatting for all timestamps. The recommended best practice is milliseconds, but Unity also supports timestamps in seconds.</p>
Original click timestamp	<ul style="list-style-type: none"> <li><code>click_ts=1234567890</code> : timestamp in seconds</li> <li><code>click_ts=1234567890123</code> : timestamp in milliseconds</li> </ul> <p><b>Important:</b> Use Unix formatting for all timestamps. The recommended best practice is milliseconds, but Unity also supports timestamps in seconds.</p>
IP address	<code>ip=123.456.78.90</code>
Ad network	<code>ad_network=UnityAds</code>
Country	<p><code>country=GB</code></p> <p><b>Note:</b> <a href="#">ISO 3166-1 alpha-2</a> is the recommended best practice for formatting country codes.</p>
App version	<code>app_version=1.2.3</code>
Device type	<p>Use <code>device_type</code> for the device model string, such as:</p> <ul style="list-style-type: none"> <li><code>device_type=iPhone6,2</code></li> <li><code>device_type=samsung+GT-S7582</code></li> </ul>

Component	Parameter
OS version	<code>os_version=9.3.4</code>
Language	<ul style="list-style-type: none"><li><code>language=en_US</code></li><li><code>language=en</code></li></ul> <p><b>Note:</b> <a href="#">ISO 639-1</a> is the recommended best practice for formatting language codes.</p>
Ad format	<code>ad_format=interstitial</code> <p><b>Note:</b> This parameter is only relevant for <code>ad_revenue</code> events and describes the format of the ad shown. These are some of the most common ad formats:</p> <ul style="list-style-type: none"><li><code>interstitial</code></li><li><code>rewarded</code></li><li><code>playable</code></li><li><code>video</code></li><li><code>banner</code></li></ul>
SDK event name	<code>sdk_event_name=ad_view</code> <p><b>Note:</b> If you use an event name other than <code>ad_revenue</code> , you can use this parameter for extra clarity.</p>

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