




English

# Introduction to tracking post install events with a server-to-server integration

 **Important:** Because this method involves a custom integration, Unity may not be able to support potential issues encountered with this approach.

Before you start, understand some key concepts discussed in this topic.

Concept	Description
Postbacks	Method used to send data to a server.
Postback events	Action that triggers the postback.
Post-install events	Data sent to the server.

When using a server-to-server integration, **post-install events** are the data sent to the server after a user installs an app and starts using it. As soon as the user clicks on a link or call to action, the interaction data is sent directly to the server.

## Secondary conversion endpoint integration

Event parameters help refine Unity’s machine learning algorithm and improve campaign performance. [Audience Pinpointer](#) campaigns require the following event data:

Campaign type	Required event data
<a href="#">Retention-optimized</a>	<ul style="list-style-type: none"><li>• Session event data</li></ul>
<a href="#">Revenue-optimized</a>	<ul style="list-style-type: none"><li>• Ad revenue event data</li><li>• Purchase event data</li></ul> <p><b>Note:</b> You can pass one or both data types for ROAS campaigns.</p>

Implement these post-install event callbacks in one of two ways:

- Through a third-party attribution partner (MMP)
- Directly from your game to the appropriate URL

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## Documentation

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