



AppsFlyer Support Document

AppsFlyer has two tracking methods:

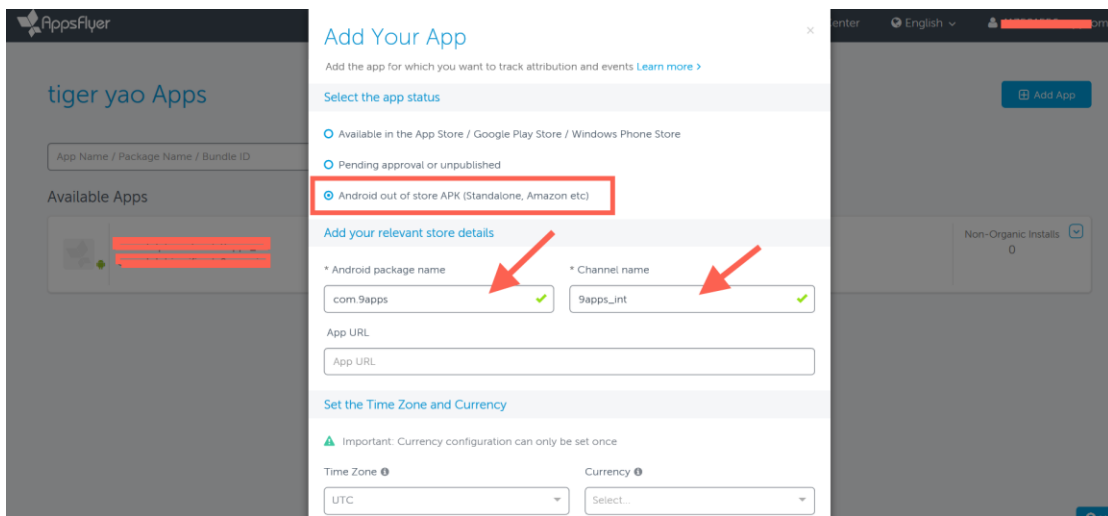
1. Tracking Link Method
2. Pre-Install Method

Since 9Apps has web traffic, while AppsFlyer cannot track web installs, **our clients should adopt Pre-Install Method.**

Please configure step by step according to the guidance as below:

1. Add your new app on AppsFlyer by using “9apps_int” as channel name.

Channel Name: 9apps_int





2. Android studio

SDK setting:

```
/app/build.gradle repositories {  
    mavenCentral()  
}  
  
dependencies {  
    compile 'com.appsflyer:af-android-sdk:4+@aar'  
}
```

4+@aar means getting the newest 4.x sdk version

You can also link the exact sdk version

```
compile 'com.appsflyer:af-android-sdk:4.7.1@aar'
```

If you use eclipse, download this:

<https://s3-eu-west-1.amazonaws.com/download.appsflyer.com/Android/AF-Android-SDK.jar>

put into libs

3. Declare the permissions you need in AndroidManifest.

```
<uses-permission android:name="android.permission.INTERNET" />  
<uses-permission android:name="android.permission.ACCESS_NETWORK_STATE" />
```



4. Set AppsFlyer Install Referrer Receiver

- 1) if you have only one Install Referrer Receiver AppsFlyer, then just copy this into the config files

```
<receiver android:name="com.appsflyer.MultipleInstallBroadcastReceiver"
android:exported="true">
  <intent-filter>
    <action android:name="com.android.vending.INSTALL_REFERRER" />
  </intent-filter>
</receiver>
```

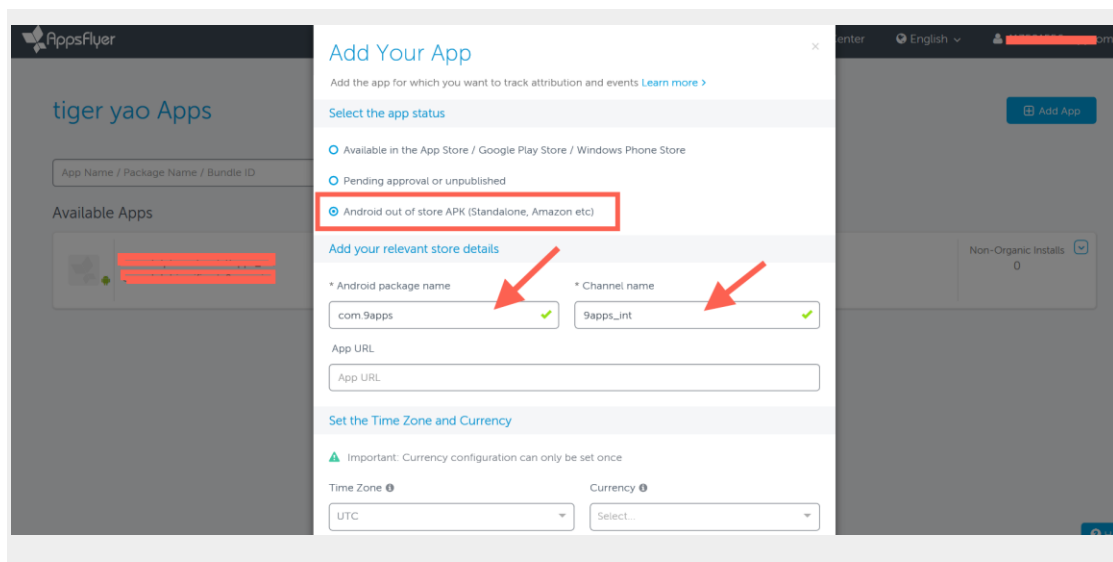
- 2) if you use several Install Referrer Receivers, then try this in Manifest.xml

e.g.:

```
<!-- The AppsFlyer Install Receiver is first and will broadcast to all receivers
placed below it -->
<receiver android:name="com.appsflyer.MultipleInstallBroadcastReceiver"
android:exported="true">
  <intent-filter>
    <action android:name="com.android.vending.INSTALL_REFERRER" />
  </intent-filter>
</receiver>
<!-- All other receivers should follow right after -->
<receiver
android:name="com.google.android.apps.analytics.AnalyticsReceiver"
android:exported="true">
  <intent-filter>
    <action android:name="com.android.vending.INSTALL_REFERRER" />
  </intent-filter>
</receiver>
<receiver android:name="com.admob.android.ads.analytics.InstallReceiver"
android:exported="true">
  <intent-filter>
    <action android:name="com.android.vending.INSTALL_REFERRER"
/>
  </intent-filter>
</receiver>
```

- 3) track the install from one channel

Make sure the value is what you set when adding new app



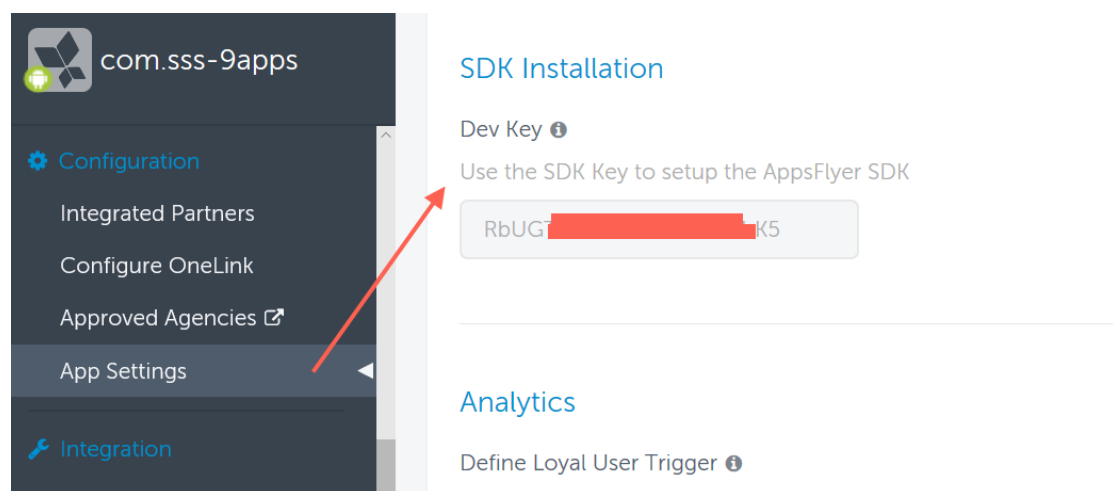
Pre-install: set your channel id in the apk. Then AppsFlyer will attribute the according installs to your channel account when users install and open the app.

```
<meta-data android:name="AF_PRE_INSTALL_NAME" android:value="9apps_int" />
```

5. Initialize the SDK

Put this code into onCreate (application or splash), then change the [Dev_Key] into your Dev_Key

```
AppsFlyerLib.getInstance().startTracking(this.getApplication(),"[Dev_Key]");
```



if you have Google Play Services SDK, KitKat4.4&above, then AppsFlyer SDK cannot get the Android ID and IMEI automatically. But you can use this to get it.



These two functions should be put in front of

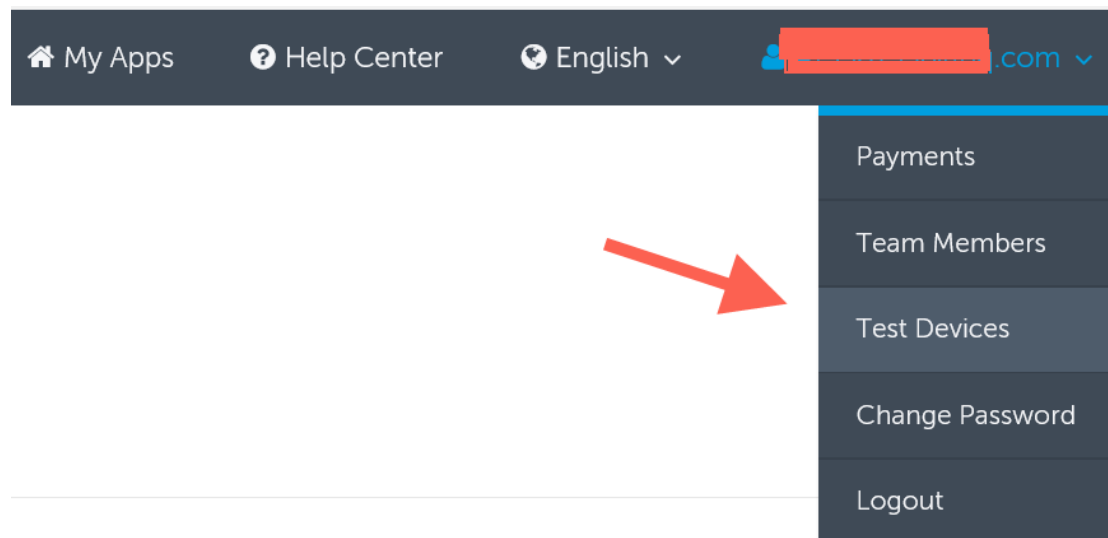
```
AppsFlyerLib.getInstance().startTracking(this.getApplication(),"[Dev_Key]")  
AppsFlyerLib.getInstance().setImeiData(imeiId);  
AppsFlyerLib.getInstance().setAndroidIdData(androidId);  
AppsFlyerLib.getInstance().startTracking(this.getApplication(),  
Constants.APPSFLYER_KEY);//Config key
```

Until now, you can track your non-organic install.

6. Test

1) Set your test devices

Set your test devices' IMEI, so every time you test a install in you device, it can be count into non-organic

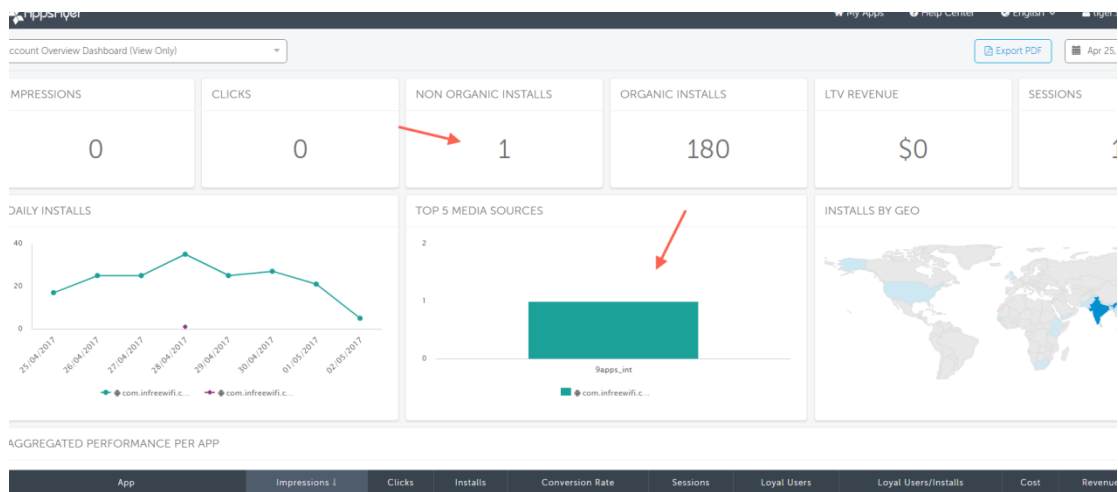


2) Send this apk(release version) to your phone

Install your app and open it.

When you see the non-organic +1, then it succeeds.

You can see the click & install in custom dashboard.



7. #Optional: In-app event tracking

If you want to track in-app events, you could do more as below.

Simply, just define a key, then give a value.

```
Map<String, Object> eventValue = new HashMap<String, Object>();
eventValue.put("startEvent", imeild + "");
AppsFlyerLib.getInstance().trackEvent(this, " startEvent ", eventValue);
```

Example 1: Level Achieved In-App Event

```
Map<String, Object> eventValue = new HashMap<String, Object>();
eventValue.put(AFINAppEventParameterName.LEVEL,9);
eventValue.put(AFINAppEventParameterName.SCORE,100);
AppsFlyerLib.getInstance().trackEvent(content,AFINAppEventType.LEVEL_ACHIEVED,
eventValue);
```

This event would upload such data to AppsFlyer

```
{af_level: 9, af_score: 100}
```



Example 2: Purchase Event

```
Map<String, Object> eventValue = new HashMap<String, Object>();  
eventValue.put(AFInAppEventParameterName.REVENUE,200);  
eventValue.put(AFInAppEventParameterName.CONTENT_TYPE,"category_a");  
eventValue.put(AFInAppEventParameterName.CONTENT_ID,"1234567");  
eventValue.put(AFInAppEventParameterName.CURRENCY,"USD");  
AppsFlyerLib.getInstance().trackEvent(content,AFInAppEventType.PURCHASE,eventV  
alue);
```

The event would upload such data to AppsFlyer. Because we have use the key 'REVENUE', it would be count into revenue.

```
{af_content_id: "1234567", af_content_type: "category_a", af_revenue: 200,  
af_currency: "USD"}
```

When you add more than 45 events, they would not be displayed in dashboard. You can see them in raw data/Pull or Push API

For AppsFlyer new-registered account, there are 3 months free tracking with selecting "9Apps" as promotion channel.



Click here to get

**3 MONTHS
FREE**

TRACKING FOR



Use promo code: #9apps3#

(Other channels will be charged, this offer is valid for new advertisers only)



WORKING WITH APPSFLYER & 9apps

AppsFlyer is the market leader in mobile app attribution and marketing analytics. With AppsFlyer, mobile app marketers can easily discover which channels, campaigns and creatives delivered the most efficient installs, best users and highest ROI. AppsFlyer has earned the trust of the world's leading agencies, developers and brands due to their independency from ad-networks, ease of use, speed, reliability and accuracy.

Built for Marketers Working with 9apps



AppsFlyer's deep-integrations across 1,600 media sources and other partners make it easy to measure and optimize every marketing campaign. With just a click, marketers can start working with all integrated partners, using one single [lightweight SDK](#). To start measuring your 9apps campaigns with AppsFlyer, just log-in to AppsFlyer and [set 9apps as one of your media sources](#). With a few more clicks you can set up tracking of in-app events and thereby allow Aariki to optimize based on much more data.



Powerful Attribution and Analytics

Attribute every install and post-install engagement back to the media source (e.g. Aariki) and campaign that brought each user. This data clarity and accuracy allows marketers to optimize any mobile app campaign in real-time. By tracking revenue events or assigning revenue values to in-app engagement, marketers can easily determine the LTV of their users.



Automated Impressions, Cost and ROI Reporting

Automated tracking of every impression, click, install, dollar spent and the true ROI delivered by each campaign or media source make it easy to optimize any campaign or promotion. This is a unique integration offered in partnership with select partners, including Vungle. AppsFlyer also lets you [attribute installs driven from impressions](#) (i.e. video ads by Vungle) so that you will get a full picture of all your UA campaigns.



Unified Reporting Dashboards

AppsFlyer offers robust and intuitive real-time dashboards report on all the metrics and key performance indicators a marketer need. Powerful [performance reports](#) and robust 90 day [retention](#) and [cohort](#) reports enable marketers to analyze the data according to