

Mintegral

Conversion Tracking

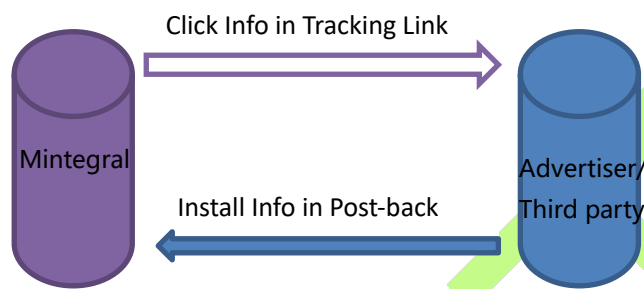
Server To Server Solution



How Does S2S Work?

S2S is short for Server-to-Server, which means the data is transported between Mintegral's server and Advertiser's/ Third party's server.

The simple data flow model is



1.1 Redirect tracking link

The click Info passed by Mintegral includes:

Macro	Description	Example
campuuid (mandatory)	Mintegral campaign name, a unique string defined by Mintegral to distinguish different campaigns	test
subchannel (mandatory)	a unique string used to tell Advertiser which source does the click come from	736515f2f290bd96
clickid (mandatory)	A unique string generated for every click	555da2a5000000000 01312dd

The macros of the tracking link can be changed to any other strings if needed
If other parameters are needed in your system ,please contact Mintegral's Tech.

Example: Generate a Mintegral AD-link

1. Tracking link provided by Advertiser/Third party is:

e.g

<http://advertiser.com?>

<http://thirdparty.com?>

2. Some macros will be added into the link, making the promote link for Mintegral

<http://advertiser.com?campuuid={campuuid}&subchannel= subchannel}&clickid={clickid}>

<http://thirdparty.com? campuuid={campuuid}&subchannel= subchannel}&clickid={clickid}>

The placeholders will be replaced by corresponding value when a click happens.

3. Mintegral will generate an AD-link which will redirect to the tracking link

Mintegral tracking link:

http://tracking.mintegral.net/click?mb_pl=android&mb_nt=cb31&mb_campid=test

1.2 No-redirect tracking link

The click Info passed by Mintegral includes:

Macro	Description	Example
campuuid (mandatory)	Mintegral campaign name, a unique string defined by Mintegral to distinguish different campaigns	test
subchannel (mandatory)	a unique string used to tell Advertiser which source does the click come from	736515f2f290bd96
clickid (mandatory)	A unique string generated for every click	555da2a50000000000 01312dd
gaid/idfa (mandatory)	Google Play Advertising ID / IOS IDFA	8C6CBCOD-5F43- 4765-A6E6- 84DFF3D24707

The macros of the tracking link can be changed to any other strings if needed
If other parameters are needed in your system ,please contact Mintegral's Tech

Example: Generate a Mintegral API-link

1. Click API provided by Advertiser/Third party is:

e.g

<http://advertiser-API.com?>

<http://thirdparty-API.com?>

2. Some macros will be added into the API, making the promote link for Mintegral

<http://advertiser-API.com?>

[campuuid={campuuid}&subchannel={subchannel}&clickid={clickid}&idfa={gaid|idfa}](http://advertiser-API.com?campuuid={campuuid}&subchannel={subchannel}&clickid={clickid}&idfa={gaid|idfa})

<http://thirdparty-API.com?>

[campuuid={campuuid}&subchannel={subchannel}&clickid={clickid}&idfa={gaid|idfa}](http://thirdparty-API.com?campuuid={campuuid}&subchannel={subchannel}&clickid={clickid}&idfa={gaid|idfa})

The placeholders will be replaced by corresponding value when a click happens.

4. Mintegral will generate an API-link which will redirect to the Advertiser/Third party Click API.

Mintegral API-link:

http://tracking.mintegral.net/click?mb_pl=android&mb_nt=cb31&mb_campid=test

Mintegral Conversion(install) Post-back

Below is the conversion post-back of Mintegral tracking system

<http://postback.mintegral.net/install?campuuid={campuuid}&clickid={clickid}&type={type}&device={device-brand}&pl={platform}&ip={ip}&os={os-version}&devid={android id|ios idfa}&gaid={googleplay advertiser id|ios idfa}&imei={android imei}&country={country code}&install time={install time}>

Explanation of every placeholder

Placeholder	Description	Example
{campuuid} (mandatory)	The campuuid value passed under parameter campuuid	test
{clickid} (mandatory)	The clickid value passed under parameter clickid	555da2a50000000000001312d
{type} (optional)	An fixed string defined by Mintegral,ask Mintegral for this value	ASAT/appsflyer/adjust/
{device-brand} (optional)	Mobile brand	GT-S6312
{platform} (optional)	Device Platform	android/ios
{ip} (optional)	IP address of device	8.8.8.8
{os-version} (optional)	Mobile OS version	2.4.1
{android ios_idfa} (optional)	Android: Android ID of device IOS: IDFA	3acce2d7286d0de
{imei} (optional)	Android:Imei value of device IOS:null	
{googleplay_advertiser_id ios_idfa} (optional)	Android: Google Play Advertising ID IOS: IDFA	8C6CBCOD-5F43-4765-A6E6-84DFF3D24707
{install_time} (optional)	The created time of the install, timestamp format, length 10	1486088825
{country_code} (optional)	two-character ISO country code	UK/US/CN

Mintegral Event Post-back

Below is the global conversion post-back of Mintegral tracking system

http://postback.mintegral.net/event?&campuuid={campuuid}&clickid={clickid}&ip={ip}&devid={androidID/IDFA}&gaid={googleplay_advertiser_id/IDFA}&type={type}&event_name={eventName}&event_value={eventValue}&event_time={eventTime}&app_version={app_version}&country={country_code}&brand={device_brand}&language={language}&event_type={event_type}

Explanation of every placeholder

Placeholder	Description	Example
{campuuid} (mandatory)	The campuuid value passed under parameter campuuid	test
{clickid} (mandatory)	The clickid value passed under parameter clickid	555da2a5000000000001312dd
{eventName} (mandatory)	The name of the event	Purchase,open,install, etc.
{eventValue} (mandatory)	The value of the event	0,1,2,2.34,3.2, etc.
{eventTime} (mandatory)	The created time of the event, timestamp format, length 10	1486088825
{event_type} (optional)	The type of the event	Purchase, registration, event, etc.
{ip} (optional)	IP address of device	8.8.8.8
{android IDFA} (optional)	Android: Android ID of device IOS: IDFA	3accef2d7286d0de
{googleplay_advertiser_id IDFA} (optional)	Android: Google Play Advertising ID IOS: IDFA	8C6CBCOD-5F43-4765-A6E6-84DFF3D24707
{type} (optional)	An fixed string defined by Mintegral,ask Mintegral for this value	ASAT/appsflyer/adjust/
{device_brand} (optional)	Mobile brand	GT-S6312
{platform} (optional)	Device Platform	android/ios
{os-version} (optional)	Mobile OS version	2.4.1
{country_code} (optional)	two-character ISO country code	UK/US/CN