



Action Tracking
Tracking Provider

Powered by Splicky & Jaduda



Action Tracking Glossary

Glossary

Action:

A single action (action = event = conversion) you want to track. Each action requires a name and an Action Category.

Action Category:

When creating an Action you have to select the Action Category this Action belongs to. This assignment is used for reporting and optimization purposes. While you can only access your own Action Groups, all Action Categories are shared among all Splicky customers



Action Tracking Tracking provider

Tracking for mobile web with tracking providers

This is a guide for the usage of Tracking URLs in Splicky to track Installs and In-App actions of your campaign.

Splicky is integrated with several providers of Action data. If you are measuring the performance of your campaign with one of the following providers we are able to import your Actions and integrate them into our reporting.

- Mobile App Tracking by Tune (formerly Hasoffers)
- AdX Tracking
- Sponsormob
- AdJust
- Kochava
- Oplytic

If you don't want to use any of tracking partners listed above please select „Splicky Action tracking“ and refer to the „Integration guide for Splicky Action Tracking“.



Action Tracking Tracking provider

4 easy steps to set up conversion tracking in Splicky

1. Select your tracking provider in the „Tracking“ section of your campaign.
2. Generate a tracking URL in your Tracking Tool. Please ensure that you are using tracking links of the right provider. It is your responsibility to ensure that your promoted product is connected (Postback) correctly to the selected conversion data provider.
3. Paste the URL in the Ad URL field. Based on what provider you selected we automatically append the necessary parameters to the target URLs of all ads in the campaign.
4. Test the Tracking

Appendix: Available Splicky Parameters



Action Tracking Tracking provider

Step 1 – Select „Third Party Tracking“ and then your tracking provider in the „Tracking” section within your campaign

Manage Campaigns > Branding XYZ

Campaign

▼ Tracking

Splicky is integrated with several providers of conversion data. If you are measuring the performance of your campaign with one of those providers we are able to import your conversions and integrate them into our reporting.

After selecting and configuring a conversion data provider we automatically append the necessary parameters to the target URLs of all ads in the campaign. Please ensure that you are using tracking links of the right provider.

It is your responsibility to ensure that your promoted product is connected correctly to the selected conversion data provider.

☐ Splicky Action Tracking ([Integration Guide](#))

☒ Third Party Tracking ([Integration Guide](#))

Tune/MAT ▼



ActionTracking Tracking provider

Step 2 – Generate a tracking URL in your Tracking Tool

The following slides give you information for each tracking provider on:

- How your tracking links must look like
- What you have to pay attention to and
- Where you can find further information from your tracking provider



ActionTracking

Mobile App Tracking by Tune (HasOffers)

Mobile App Tracking by Tune (formerly HasOffers)

The Tracking URLs basically look like

<http://77244.api->

[01.com/serve?action=click&publisher_id=12345&site_id=54321&offer_id=123525&ios_ifa=\(S_APPLE_ID\)&ios_ifa_md5=\(S_APPLE_ID_MD5\)&ios_ifa_sha1=\(S_APPLE_ID_SHA1\)&ref_id=\(S_CLICK_ID\)](http://01.com/serve?action=click&publisher_id=12345&site_id=54321&offer_id=123525&ios_ifa=(S_APPLE_ID)&ios_ifa_md5=(S_APPLE_ID_MD5)&ios_ifa_sha1=(S_APPLE_ID_SHA1)&ref_id=(S_CLICK_ID))

Note

Without the shown parameters and macros, the tracking will not work.

In order to get this type of measurement URL, choose „Splicky“ when pulling the URL in your Mobile App Tracking (MAT) account.

You do have the option to add further parameters to track e.g. the Splicky Camapign ID. Please see the directions below and check the Appendix for available parameters in Splicky.

Further information provided by Tune

<http://support.mobileapptracking.com/entries/48957084-Creating-a-Measurement-URL>



AdX-Tracking

The Tracking URLs basically look like

[http://ad-x.co.uk/API/click/splicky01112014ar/kirj48202efaa4394/NET/\(S_CLICK_ID\)/Splicky?subid=\(S_SOURCE\)&idfa=\(S_APPLE_DEVICE_ID\)](http://ad-x.co.uk/API/click/splicky01112014ar/kirj48202efaa4394/NET/(S_CLICK_ID)/Splicky?subid=(S_SOURCE)&idfa=(S_APPLE_DEVICE_ID))

Note

Further parameters cannot be reported in Ad-X.

Further information provided by Ad-X Tracking

How to set up a Mobile Web Campaign incl. the creation of App/Web Promotion URLs

http://wiki.adxtracking.com/en/index.php?title=Mobile_Web_Setup



Sponsormob

The Tracking URLs basically look like

<http://action.sponsormob.com/?e=2>

Note

The URL is generated by your Sponsormob Account Manager.

The following parameter needs to be added: &s2=(S_CLICK_ID)

Structure of an URL to pass into Splicky> [http://action.sponsormob.com/?e=2&s2=\(S_CLICK_ID\)](http://action.sponsormob.com/?e=2&s2=(S_CLICK_ID))

You can add 2 optional parameters:

&k=

&s=

For available parameters in Splicky please check the Appendix.

The final tracking URL might look like

[http://action.sponsormob.com/?e=2&s2=\(S_CLICK_ID\)&s=\(S_AD_ID\)&k=\(S_DEVICE\)](http://action.sponsormob.com/?e=2&s2=(S_CLICK_ID)&s=(S_AD_ID)&k=(S_DEVICE))

Further information provided by Sponsormob

Please see https://secure.sponsormob.com/publisher/?module=help_subids (you must be logged in) or contact your Account Manager.



Kochava

The Tracking URLs basically look like

Splicky - Android (1152)splickyandroid

[https://control.kochava.com/v1/cpi/click?campaign_id=something&network_id=1152&android_id=\(S_ANDROID_ID\)&android_id_md5=\(S_ANDROID_ID_MD5\)&android_id_sha1=\(S_ANDROID_ID_SHA1\)&click_id=\(S_CLICK_ID\)&creative_id=\(S_ADID\)&device_id=\(S_DEVICE_ID\)&device_id_type=adid&site_id=\(S_SOURCE_ID\)](https://control.kochava.com/v1/cpi/click?campaign_id=something&network_id=1152&android_id=(S_ANDROID_ID)&android_id_md5=(S_ANDROID_ID_MD5)&android_id_sha1=(S_ANDROID_ID_SHA1)&click_id=(S_CLICK_ID)&creative_id=(S_ADID)&device_id=(S_DEVICE_ID)&device_id_type=adid&site_id=(S_SOURCE_ID))

Splicky - iOS (1151)splickyios

[https://control.kochava.com/v1/cpi/click?campaign_id=something&network_id=1151&click_id=\(S_CLICK_ID\)&creative_id=\(S_ADID\)&device_id=\(S_APPLE_ID\)&device_id_type=idfa&site_id=\(S_SOURCE_ID\)](https://control.kochava.com/v1/cpi/click?campaign_id=something&network_id=1151&click_id=(S_CLICK_ID)&creative_id=(S_ADID)&device_id=(S_APPLE_ID)&device_id_type=idfa&site_id=(S_SOURCE_ID))

Splicky - Windows (1570)splickywindows

[https://control.kochava.com/v1/cpi/click?campaign_id=something&network_id=1570&click_id=\(S_CLICK_ID\)&creative_id=\(S_ADID\)&device_id=\(S_DEVICE_ID\)&device_id_type=waid&site_id=\(S_SOURCE_ID\)](https://control.kochava.com/v1/cpi/click?campaign_id=something&network_id=1570&click_id=(S_CLICK_ID)&creative_id=(S_ADID)&device_id=(S_DEVICE_ID)&device_id_type=waid&site_id=(S_SOURCE_ID))

Note

Pull the tracker for Splicky Android, iOS or Windows. All important parameters will already be appended.

Further information provided by Kochava

How to create a new campaign incl. new trackers, optional parameters and the postback for your campaign:

<http://support.kochava.com/support/solutions/articles/1000071197-create-an-install-campaign>

For available parameters in Splicky please check the Appendix.



AdJust

The Tracking URLs basically look like

<http://app.adjust.io/123abcd>

Note

Splicky will automatically append the necessary parameters (like a unique click id) when a click happens. You do have the option to add 3 more parameters to track e.g. the Splicky Campaign ID. Please use the following structure:

<http://app.adjust.io/trackerID?campaign=<campaign data>&adgroup=<targeting data>&creative=<creative data>>

Please check the Appendix for parameters available in Splicky.

Further information provided by Adjust

<https://docs.adjust.com/en/tracker-generation/>



Oplytic

In your Oplytic account:

Build a new Campaign Tracking link and name it: "Source" = "Splicky".

Email the link to your Oplytic Account manager. They will set up the post back to fire off per your requirements.

The Tracking URLs basically look like

<http://www.oplytic.com/link/?user=12345&g={DF1C-40D1-BCA1-1A2B3C4D5F}>

Simply add the parameter and our click id macro to the basic URL: &track1=(S_CLICK_ID)

Structure of an URL to pass into Splicky

[http://www.oplytic.com/link/?user=12345&g={DF1C-40D1-BCA1-1A2B3C4D5F}&track1=\(S_CLICK_ID\)](http://www.oplytic.com/link/?user=12345&g={DF1C-40D1-BCA1-1A2B3C4D5F}&track1=(S_CLICK_ID))




Action Tracking Appsflyer

Appsflyer

In your Appsflyer account:
Search for Splicky. You will find a tracking link with all parameters preconfigured. Just copy that url in the Splicky campaign and you are done.

Splicky Configuration

[Request introduction](#)

Integration Parameters

In App Events

Link Generator

Campaign (Optional) ⁱ

Integration Parameters

Click Attribution ⁱ

Lookback Window

1 Day 7 Days 30 Days

7d

✓ AF Recommended

Tracking Link ⁱ

```
https://app.appsflyer.com/com.appsflyer.adNetworkTest?pid=splicky_int&clickid=(S_CLICK_ID)&af_siteid=(S_SOURCE_ID)&c=(S_CAMPAIGN_NAME)&af_c_id=(S_CAMPAIGN_ID)&af_adset=
```

[Postback Details](#) [How to configure a media source](#)

Cancel

Save & Close



Action Tracking Flurry User Acquisition

Flurry User Acquisition

In your flurry account you can create a user acquisition campaign. After saving you can copy and paste the link at the bottom into your Splicky ad.

Please ensure that you have a Splicky macro (S_CLICK_ID) in that url. If not, please concat support@splicky.com for support.

CREATE CAMPAIGN

Channel:

create new channel

Splicky

☒ Send callbacks for installs to the selected Channel

☒ Remove callback delay for algorithmic attributions

Please note: Removing the callback delay for algorithmic attributions will result in a decrease in the accuracy of callbacks to the ad network. It will not affect the accuracy of attributions with Flurry. By enabling this option, you acknowledge this and accept the inherent risks. For more information please click the question mark above.

Name:

App Tracking Campaign

Description:

Enter a helpful description.

Focus App:

Flurry integration

Destination URL:

market://details?id=com.yahoo.mobile.client.android.mail

Quality Measure:

None

Campaign Url:

https://ad.apps.fm/EyBu4Rx-tgtGSjFGiK6eiK5px440Px0vtrg-Y4VVCb5CA4vCimj5l?p=8&clickid={S_CLICK_ID}

Save Campaign

Cancel



Action Tracking Tracking providers

Step 3 - Paste the URL in the ad URL field

Manage Campaigns > Performance Campaign> Performance Campaign > test_ad_480x320

Ad

Name	test_ad_480x320
Url	http://yourtracking_url.com/?parameter1=(S_CLICK_ID)
Type	banner



Parameters available in Splicky

If you are working with a tracking provider, you can use our parameters so we can provide you with insights on your conversions.

The following parameters are available to be passed to your tracking system:

(S_FORMAT) - Creative Format

(S_AD_NAME)	- Ad name from Splicky
(S_AD_ID)	- Ad ID from Splicky
(S_AD_GROUP_NAME)	- Ad group name from Splicky
(S_AD_GROUP_ID)	- Ad group ID from Splicky
(S_CAMPAIGN_NAME)	- Campaign name from Splicky
(S_CAMPAIGN_ID)	- Campaign ID from Splicky
(S_SOURCE)	- Display Name Site/App
(S_CARRIER)	- Carrier/Wifi
(S_VENDOR)	- Device Vendor
(S_DEVICE)	- Device Model
(S_OS)	- OS
(S_TYPE)	- App/mobile Web

You can combine the parameters based on the capabilities of your tracking.



Splicky Action Tracking Testing

Testing / Previewing

You can preview and test the tracking of your creative by hovering over the „Testing“ link in the ad overview:

<input type="checkbox"/>	Status	Ad Name	
<input type="checkbox"/>		splicky_320x50 Ad ID: 720212145 Geo: Show All	Edit Copy Testing

You can either click on the „Click here“, Scan the QR Code or copy and paste provided link into a browser in order to see a preview and test impression, click and action tracking.

Creative test

☐ Shall the impressions, clicks and actions of the test appear in the reporting?

[Click here](#)



<https://development.splicky.com/en/be/tagTester/720212145> [Copy](#)

The described testing method is only available for Banners, HTML-Tags and native ads. For VAST tests, please contact our support. The native ad preview is just an example representation. The actual representation differs from traffic source to traffic source

If you opted to have test impressions, clicks and actions appear in the Smooth Reporting, please be aware that there can be a delay of 30 minutes. The feedback on the preview page will be immediate.



Splicky Action Tracking Testing

Testing / Previewing cont'd.

By clicking on the creatives „Click here“, using the QR Code or opening the provided url in a browser manually, you will see a preview of your ad. Also you will see a status, if impressions, clicks and actions have been tracked successfully.

Ad preview



Tracking status

Impression	Click	Action
Successful	Auto check	Click here for check

For impressions and clicks we will periodically check for one minute if we did track those events successfully.

We ask you to check the status for Actions manually by clicking in the respective field.