

Appsflyer Integration with Adobe Analytics

Overview

This document is a brief description of the overall implementation of Appsflyer integration with Adobe Analytics. This integration enables you to import the Acquisition campaign information from Appsflyer to your Adobe Analytic Report suite. This information consists of 1. Campaign Name 2. Ad Network Name & 3. Ad Provider which is always “Appsflyer”. This data will be co-related to a user’s in-app activity hence can be used for overall Campaign performance analysis and create segments.

Requirements

This integration requires code implementation in your mobile app. below are few requirements which must be fulfilled in order to enable this integration:

Adobe Requirements:

1. Must be using Adobe Analytic SDK 4.3 or later in your mobile apps
2. Must already be using Marketing Cloud Visitor ID service - https://marketing.adobe.com/resources/help/en_US/mcvid/
3. Must have admin access to Adobe Analytic to enable Data Connectors and reserve eVars
4. Have 3 eVars in each report suite which can be used for the sole purpose of this integration.

Appsflyer Requirements:

Data Flow and Implementation

This integration consists of two way data flow between Adobe and Appsflyer:

Adobe to Appsflyer Implementation

This flow consists of sending your Marketing Cloud Visitor ID to Appsflyer. This is a two-step implementation:

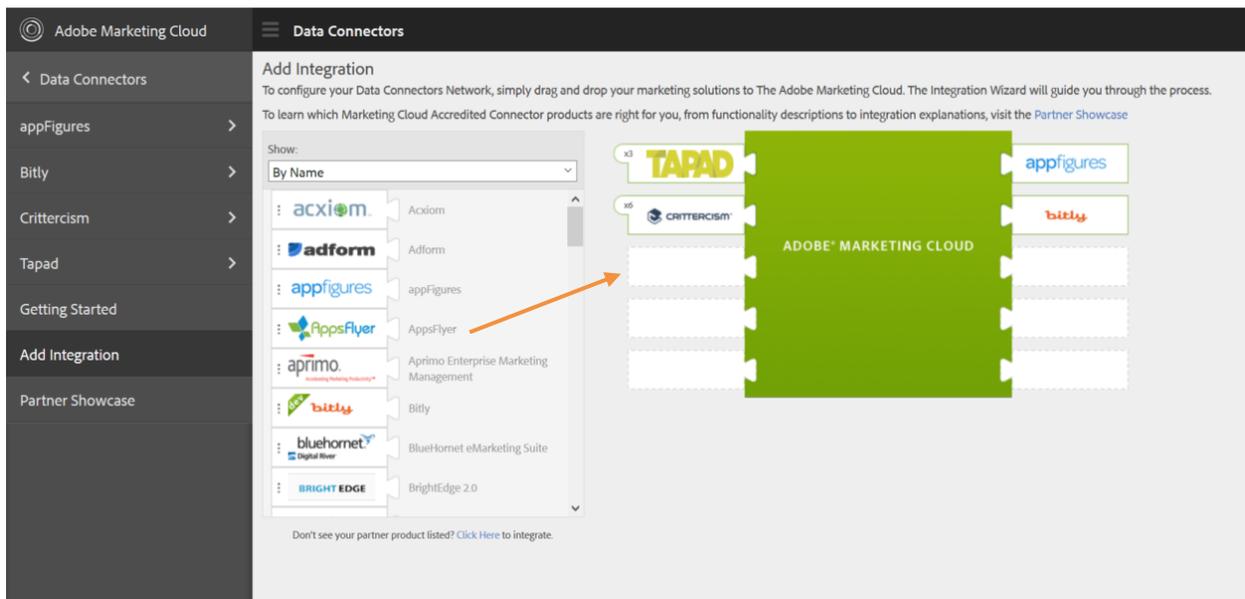
1. Extract Marketing Cloud Visitor ID using Adobe SDK method just after the Adobe SDK is initialized. - https://marketing.adobe.com/resources/help/en_US/mobile/android/mc_methods.html (getMarketingCloudId)
2. Use the above ID to set the Appsflyer Customer User ID. (AppsflyerLib.setCustomerId(“myId”))

Appsflyer to Adobe Implementation

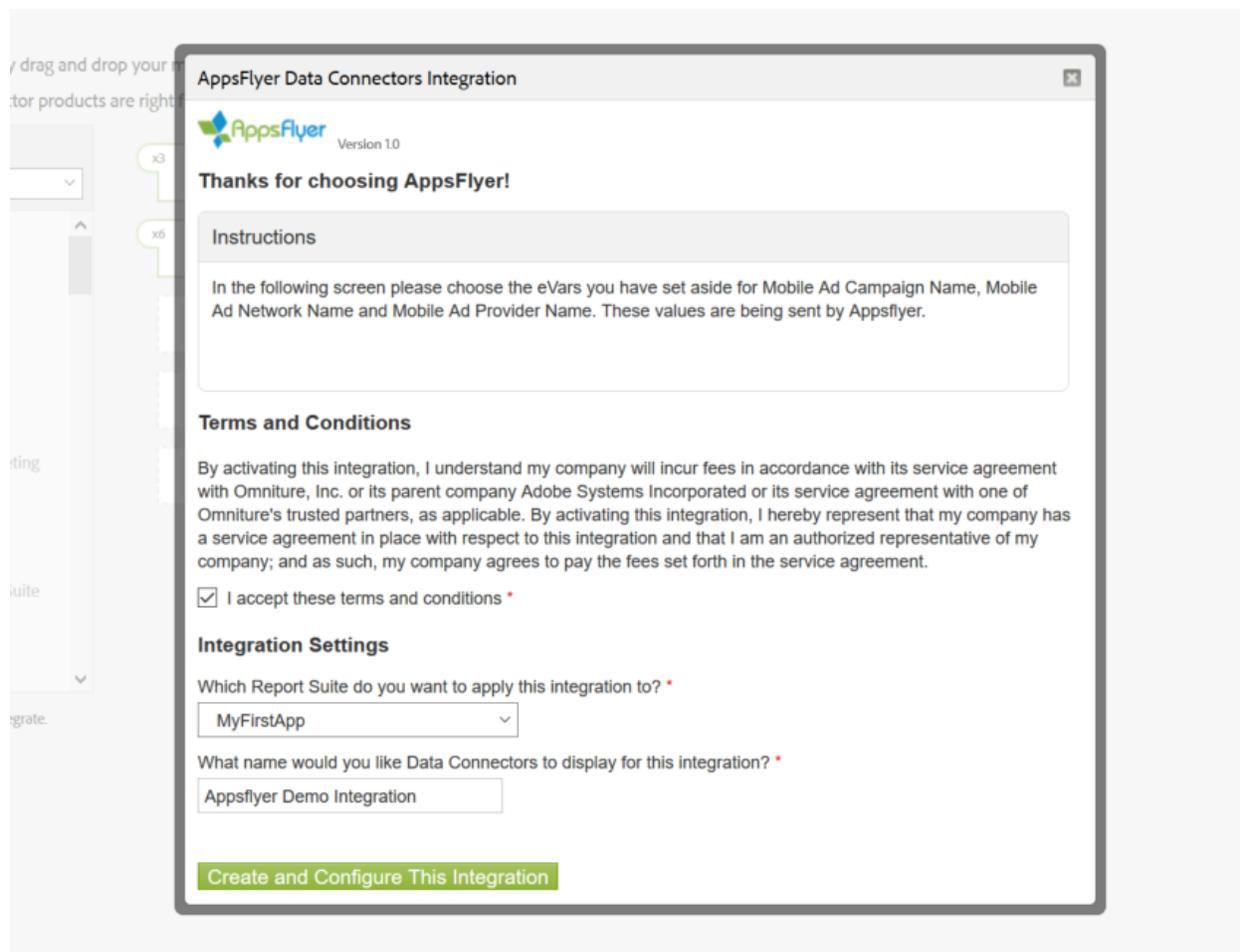
This flow consists of sending the Campaign data from Appsflyer to Adobe. This is again a two-step process:

1. Configuration in Appsflyer Interface - <https://support.appsflyer.com/entries/82629145-Omniture>

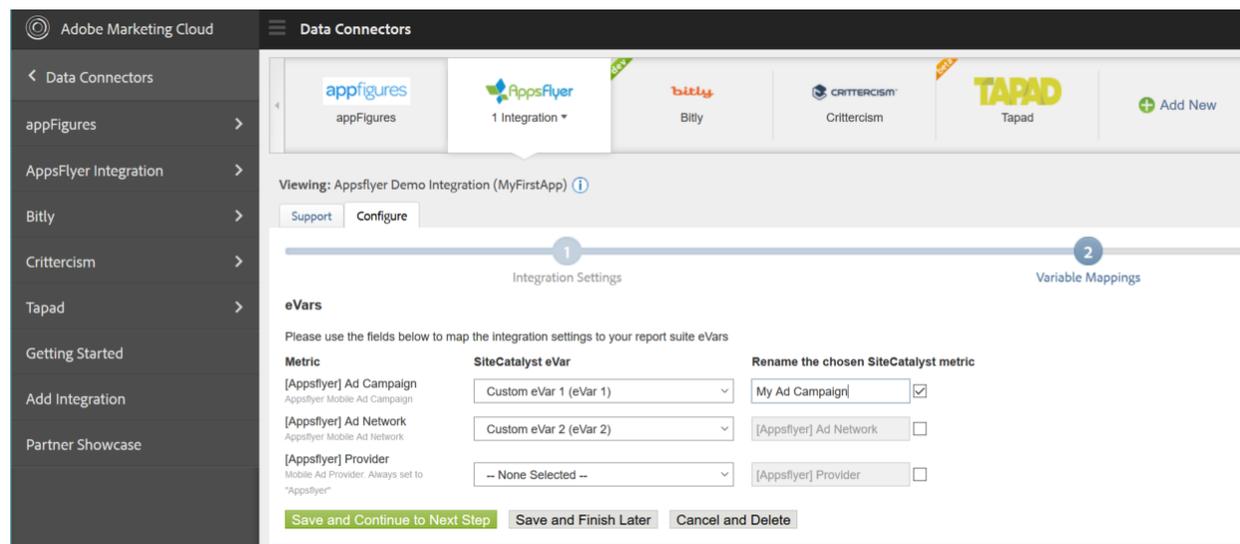
- i. ANALYTIC_SERVER_DOMAIN can be found as the “server” variable in your App’s [Config](#) file
 - ii. The protocol (HTTP/HTTPS) of the URL will depend on whether the ANALYTIC Server Domain is secure or not. Please make sure you use the correct protocol.
 - iii. REPORT SUITE ID can be found as the “rsids” variable in your Apps’ [Config](#) file.
 - iv. The “ts={timestamp}” should only be used if your “offlineEnabled” configuration is “true” in your [Config](#) file. Please remove this parameter from the URL if the “offlineEnabled” is set to “False” or if your report suite is not Time Stamp enabled.
2. Configuration in Adobe Interface -
- i. In Data Connector UI, click on “Add Integration”. From the list of integration sorted by Name, drag the widget which says “Appsflyer” and drop it to the Adobe Marketing Cloud Connector:



- ii. This will open up the Appsflyer integration wizard. Once you accept the terms and conditions, choose the report suite where the Appsflyer data should flow in. This report suite should be same as what was used in Appsflyer URL configuration. You can provide any name to this integration.



- iii. Map the available eVars from the drop down list where the Appsflyer data should flow in as appropriate. You may rename the variable if needed.



- iv. The last step is to review the variable mappings and other parameters. Click on “Activate Now” to activate the integration. Once activated, the data connector will automatically create required processing rules.

The screenshot displays the Adobe Analytics Data Connectors configuration page for an Appsflyer integration. On the left is a navigation menu with options like 'Data Connectors', 'appFigures', 'AppsFlyer Integration', 'Bitly', 'Criteo', 'Tapad', 'Getting Started', 'Add Integration', and 'Partner Showcase'. The main content area shows the 'Appsflyer Demo Integration (MyFirstApp)' configuration. At the top, there are tabs for 'Support' and 'Configure'. A progress bar indicates two steps: 'Integration Settings' (step 1) and 'Variable Mapping' (step 2). The 'General Settings' section includes a table with parameters and values:

Parameter	Value
Report Suite	rrmmyfirstapp
Name	Appsflyer Demo Integration
Description	
Email	rimittal@adobe.com

The 'eVars' section contains a table mapping source variables to target eVars:

Variable	Mapping	Will Rename As
[Appsflyer] Ad Campaign	Custom eVar 1 (eVar 1)	My Ad Campaign
[Appsflyer] Ad Network	Custom eVar 2 (eVar 2)	
[Appsflyer] Provider	Custom eVar 3 (eVar 3)	

The 'Data Collection Rules' section states: 'Processing rules will be created for data collection.' At the bottom, there are two buttons: 'Activate Now' (highlighted in green) and 'Cancel and Delete'.

- v. Repeat these steps for each report suite where the integration is required.