



adcash[®]

Advertising technology

iOS SDK
CONVERSION TRACKING



Conversion tracking allows advertisers to track user actions (e.g app downloads, new inn app purchases etc) on their app.

You can integrate Conversion Tracking into your app by using adcash's lightweight SDK or do it manually by sending a server-to-server request to a provided URL.

Using iOS SDK

* **Prerequisites:** You have to install Adcash iOS SDK first. You can check [here](#) how to do this.

Adcash iOS SDK is a lightweight SDK, which enables you to integrate Conversion Tracking to your app with just a few lines of code.

In order to do this, you just have to:

1. Import **AdcashSDK.h** header file on top of your app delegate .m file.

```
#import <AdcashSDK/AdcashSDK.h>
```

2. Call **trackConversionWithLabel:** method of **ACConversionTracker** in **application:didFinishLaunchingWithOptions** of your app delegate, like so:

```
- (BOOL) application:(UIApplication *)application
didFinishLaunchingWithOptions:(NSDictionary *)options

{
    /*
    Label is any valid string that you would like to declare as a conversion
    goal.
    Possible values are @"first-launch", @"purchase", @"app-exit", etc.
    */
    [ACConversionTracker trackConversionWithLabel:@"first-launch"];
    return YES;
}
```

Using Server-to-server (S2S) Tracking

Server-to-Server tracking is useful when you have your own tracking system. In such case, the app should first send a request to your tracking system. After that, your system can notify adcash's Tracking system by sending a simple HTTP GET request to the following post-back URL:

```
http://m.adcash.com/open.php?udid={advertising_identifier}&id={ITUNES_APPLICATION_ID}&av={application_version}&fo={first_launch}&bn={bundle_identifier}&o={orientation}&sc={scale_factor}&z={timezone}&dn={device_name}&sdk=ios
```

Where you should replace the parameters enclosed in `{ }` by the following:

| Parameter | Description |
|------------------------|--|
| advertising_identifier | The advertising identifier. Can be retrieved by: ASIdentifierManager sharedManager.advertisingIdentifier |
| ITUNES_APPLICATION_ID | The easiest way to find the correct ID for your application is to generate an iTunes URL using the iTunes Link Maker , and then extract the number immediately following the "id" string. For example, the iTunes URL for the "Find My Friends" application is https://itunes.apple.com/us/app/find-my-friends/id466122094 , so its application ID is 466122094 . |
| application_version | Your application's version. Eg. 1.0.1 . |
| first_launch | A boolean value (0 or 1) indicating whether the app is opened for a first time. |
| bundle_identifier | The application's bundle identifier. |
| orientation | User interface's orientation. p for Portrait, l for Landscape. |
| scale_factor | The scale factor of the device. Can be retrieved by [UIScreen mainScreen].scale |
| timezone | User's time zone. Eg. +0200 . |
| device_name | Device's model. Eg. iPad4,1 . |