

# Taboola S2S Conversion Tracking With AppsFlyer

## Flow 1: Link to the App Store/Play Store

**Last updated:** March 1, 2021

This flow does **not** require Custom Dev.

For an overview of the available flows, see [S2S Conversion Tracking With AppsFlyer - Overview](#).

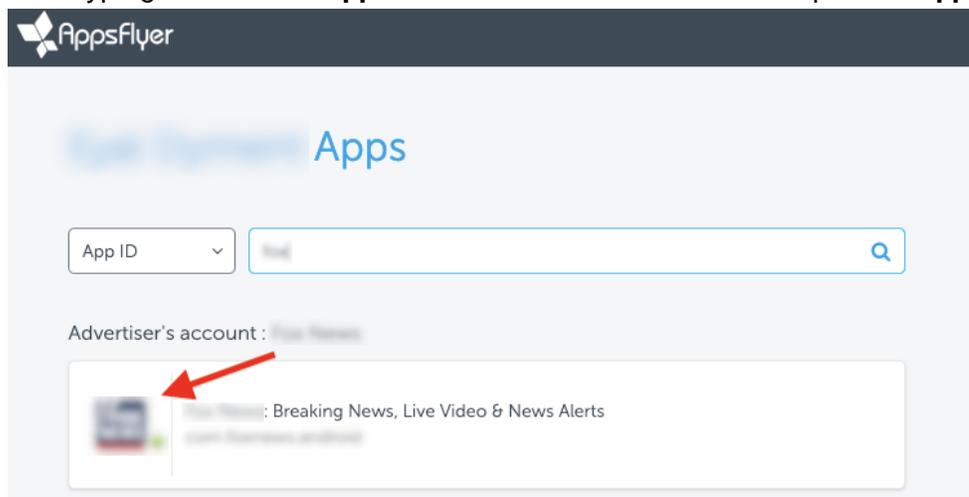
Your version of **AppsFlyer** might differ from the one described here.

For **AppsFlyer** support, visit: <https://support.appsflyer.com/hc/en-us>.

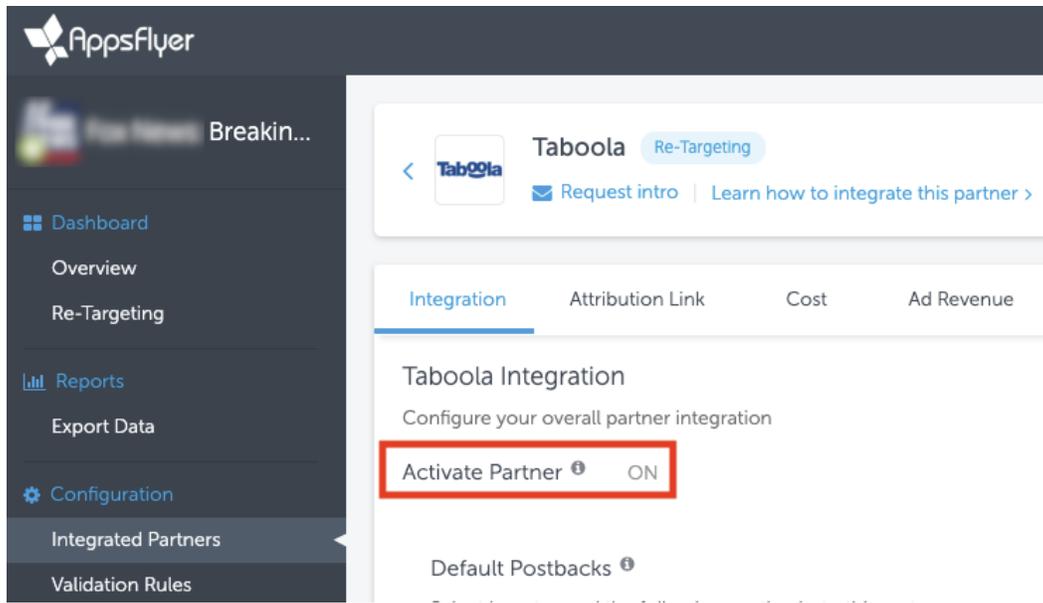
## Integrate AppsFlyer with Taboola

### Enable the Taboola Integrated Partner in AppsFlyer

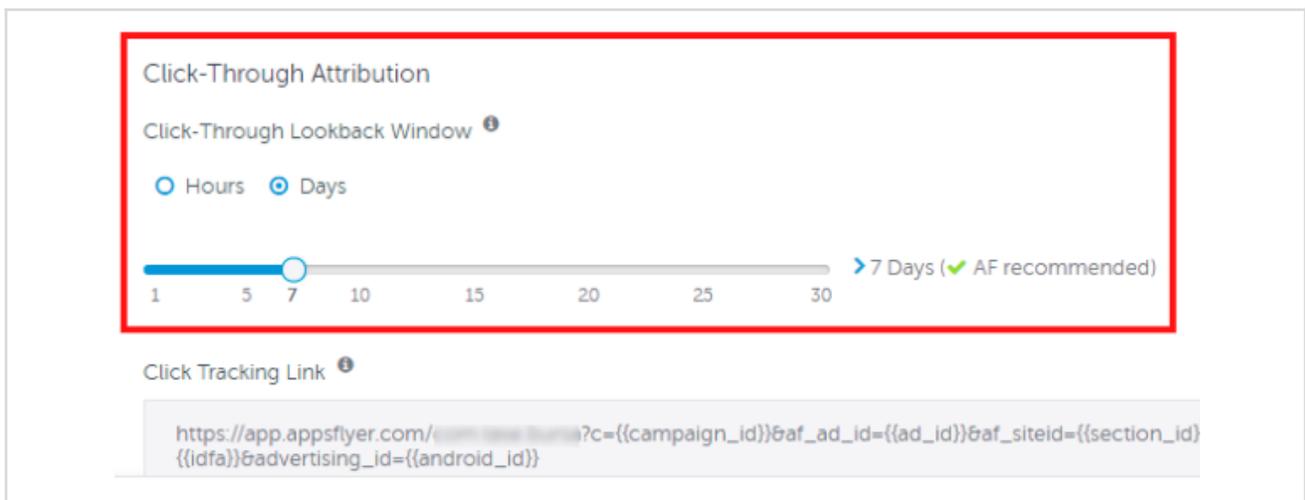
1. Log into the **AppsFlyer** dashboard: <https://hq1.appsflyer.com/auth/login>
2. Click on **My Apps** (*top, right*).
3. Start typing the relevant **App ID** and click on the *thumbnail* to open the **App**:



4. Under **Configuration** (*bottom, left*), select **Integrated Partners**
5. Start typing "**Taboola**" and click on the *thumbnail* to open the **Taboola Partner**:
6. Under **Taboola Integration**, toggle **Activate Partner** to **ON**:



7. Under the **Attribution Link** tab, locate the **Click-Through Attribution** section and set the **Click-Through Lookback Window** to the desired duration - e.g. 30 days:



### Best Practice

Configure **AppsFlyer** and **Taboola** with the *same* lookback window (e.g. 30 days).

If **AppsFlyer** has a *shorter* lookback window, then any conversions outside that window will *not* be passed to **Taboola** for attribution.

The **Taboola** lookback window will be configured below (under **Set up corresponding events in Taboola**). By *default*, the **Taboola** lookback window is 30 days.

**Useful links**

- <https://support.appsflyer.com/hc/en-us/articles/360000844778-Partner-Activation#Partner-Activation>
- <https://support.appsflyer.com/hc/en-us/articles/207033816#partner-setup-integration-tab>
- <https://support.appsflyer.com/hc/en-us/articles/212955423-Partner-Login-Beta>
- <https://support.appsflyer.com/hc/en-us/articles/207377436-Adding-a-New-App-to-the-AppsFlyer-Dashboard>
- <https://support.appsflyer.com/hc/en-us/articles/115005248543-OneLink-overview>

**(Optional) Create in-app events in AppsFlyer**

The steps taken in the *previous* section allow you to track **Install Events**. This section describes how to track **In-App Events**.

**In-App Event Tracking** allows for *granular* campaign optimization.

If you followed the previous section, you already have the necessary pane open - *skip* to **Step 3**.

1. Open the **AppsFlyer** dashboard.
2. Select the relevant **App** and navigate to **Integrated Partners > Taboola** (see *previous* section: **Enable the Taboola Integrated Partner**).
3. Under the **Integration** tab, *enable* **In-App Events Postback**:



### Taboola Integration

Configure your overall partner integration

Activate Partner ⓘ ON

**Default Postbacks ⓘ**  
Select how to send the following postbacks to this partner

Event Name	Sending Option
<input type="text" value="Install"/>	<input type="text" value="Only events attributed to this partner"/>

---

In-App Events Postback ⓘ

In-App Events Postback Window  
lifetime

Sending Option ⓘ

4. Under **Sending Option**, select '**Only events attributed to this partner**'.
5. For each in-app event (aka **SDK Event Name**) fill in a **Taboola** version of the event name (aka **Partner Event Identifier**):

SDK Event Name ⓘ	Partner Event Identifier ⓘ	Send Revenue ⓘ
<input type="text" value="af_initiated_checkout"/>	<input type="text" value="Checkout_Initiated"/>	<input type="checkbox"/>
<input type="text" value="af_add_to_cart"/>	<input type="text" value="Add_to_cart"/>	<input type="checkbox"/>
<input type="text" value="af_login"/>	<input type="text" value="Login"/>	<input type="checkbox"/>
<input type="text" value="af_search"/>	<input type="text" value="Search"/>	<input type="checkbox"/>

The event name in Backstage should be exactly: Add\_to\_cart

**Guidelines**

- Event names are *case-sensitive*.
- They *cannot* contain spaces. (Use an *underscore* instead.)
- Use similar names to the **SDK Event Names** shown in the **AppsFlyer** dashboard.
- Identical* names will be used later, when **creating in-app events in Taboola** (below).

**Useful links**



<https://support.appsflyer.com/hc/en-us/articles/208439256-In-app-events-postback-configuration>

## Set up your creative link

### Obtain the AppsFlyer link

If you followed the previous section, you already have the necessary pane open - *skip* to **Step 3**.

1. Open the **AppsFlyer** dashboard.
2. Select the relevant **App** and navigate to **Integrated Partners > Taboola** (see *above*: [Enable the Taboola Integrated Partner](#)).
3. Under the **Attribution Link** tab, copy the **Click Attribution Link** created for **Taboola**.

#### Sample AppsFlyer Link:

[https://app.appsflyer.com/id1140086177?  
pid=taboola\\_int&c=augusttest&af\\_click\\_lookback=30d&clickid={click\\_id}](https://app.appsflyer.com/id1140086177?pid=taboola_int&c=augusttest&af_click_lookback=30d&clickid={click_id})

Do *not* edit the **Click ID** portion (in **red**) - it should look *exactly* as shown.

The **PID** portion (in **orange**) tells **AppsFlyer** to attribute the conversion to **Taboola**.

#### How it works

Clicking on the above link takes the user to the **App Store/Play Store**.  
At the same time, **AppsFlyer** stores the **Click ID**. In the event of a conversion, **AppsFlyer** passes the *event details* and *Click ID* back to **Taboola**.

#### Tracking In-app events only

To *ignore* install events, insert the following **param**:

**[af\\_installpostback=false](#)**

#### Sample link:

[https://app.appsflyer.com/id1140086177?  
pid=taboola\\_int&c=augusttest&af\\_click\\_lookback=30d&af\\_installpostback=false&clickid={click\\_id}](https://app.appsflyer.com/id1140086177?pid=taboola_int&c=augusttest&af_click_lookback=30d&af_installpostback=false&clickid={click_id})

### Edit the campaign creative



Link the Campaign Creative to the **App Store/Play Store** (via **AppsFlyer**):

1. Log into **Taboola Ads**.
2. **Add or edit** your **Campaign Creative**. Fill in the **AppsFlyer Link** obtained *above* as the **URL**, and save.

### What is a Taboola Click ID?

When a user clicks on your campaign creative, Taboola's **{click\_id}** macro passes a unique identifier to the destination URL.

Creative link:

[https://app.appsflyer.com/...&clickid={click\\_id}](https://app.appsflyer.com/...&clickid={click_id})

Upon clicking, the user is directed to:

<https://app.appsflyer.com/i...&clickid=abc123>

The **abc123** identifier is a **Click ID**. It stores information about the *click event* - e.g. which campaign was clicked and which user, etc. When **AppsFlyer** passes back the **Click ID**, **Taboola** uses it for attribution and tracking.

A real **Click ID** is an alphanumeric, case-sensitive string of up to 51 characters. E.g.

[CjwKCAjwq-TmBRBdEiwAaO1en-gBKumUjPHqDJzLTK18g2fLeg51Xp\\_W-fE9kmJS1VWTnN65LARhRoCsekQAvD\\_BwE](#)

#### Useful links:

- <https://support.appsflyer.com/hc/en-us/articles/207034206-Disabling-postbacks-for-CPA-based-campaigns>

## Set up corresponding events in Taboola

You will need to set up **Taboola Ads** with the *same* events as **AppsFlyer**. That way, when **AppsFlyer** notifies **Taboola** of a conversion, **Taboola** can record the event and reflect it in reporting.

### Create the app install event in *Taboola*

1. Log into **Taboola Ads**.
2. In the navigation bar, select '**TRACKING**' to open the **Conversions** screen.
3. Click on **+ New Conversion**.
4. For **Type**, click on **Event**.
5. For **Based On**, click on **Popular** (this is the *default*).



6. Under **Choose Event**, click on **App Install**.
7. Under **Conversion Properties**:
  - a. Fill in "install" under the **Event Name**:

**Conversion Properties**

Conversion Name:  ?

Event Name:  ?

**IMPORTANT:** Type in the event name *exactly* as shown above.

- b. Fill in the remaining fields as desired and click on **Create Conversion**.

*(Optional)* Create in-app events in Taboola

First create in-app events in **AppsFlyer** - see above: [\(Optional\) Create In-App Events in AppsFlyer](#).

1. Log into **Taboola Ads**.
2. In the navigation bar, select '**TRACKING**' to open the **Conversions** screen.
3. Click on **+ New Conversion**.
4. For **Type**, click on **Event**.
5. Fill in the remaining **conversion rule** details, according to your specific needs. The same guidelines apply as per [Pixel Based Conversions](#).
6. Under **Conversion Properties**, fill in:
  - a. **Conversion Name** - This is *not* used for the server-to-server communication, and can be changed at any time. Choose any name that helps you to identify the conversion rule.
  - b. **Event Name** - Use the *same* name that you provided in **AppsFlyer**, *exactly* as it appears there. See: [\(Optional\) Create In-App Events in AppsFlyer](#) (above).

Use the *identical* event name, as it appears in **AppsFlyer**.  
Event names are *case-sensitive*.

## Start Tracking Conversions

Well done! Your setup is complete, and you are now ready to track conversions.



## Test your configuration

We recommend *testing* your configuration.

Note that you can test your configuration *before* your campaign goes live.

For more information, see: [Testing Your Server-to-Server \(S2S\) Tracking Accuracy](#)

## Understanding the end-to-end flow

The following steps illustrate the end-to-end flow:

1. **John** clicks on your *creative*. **Taboola** appends the **Click ID** value (*abc123*) and directs **John** to the target URL:

```
https://app.appsflyer.com/id1140086177?  
pid=taboola_int&c=augusttest&af_click_lookback=30d&clickid=abc123
```

2. **AppsFlyer** stores the **Click ID** (*abc123*) and directs **John** to the **App Store/Play Store**.

3. A bit later, **John** *installs the App* - which you defined as a *conversion* in the **AppsFlyer** dashboard and **Taboola Ads**.\*

4. **AppsFlyer** invokes the **Taboola postback URL**, inserting John's **Click ID**, and the **event name**:

```
https://trc.taboola.com/actions-handler/log/3/s2s-action?click-id=abc123&name=install
```

5. **Taboola Ads** reflects the conversion in the relevant reporting.

\* A similar flow will apply for any *in-app events* that were defined.

## Additional Resources

- [AppsFlyer Help Center](#)
- [Server-to-Server Events](#)
- [Tracking in-app events only](#)