Taboola S2S Conversion Tracking With AppsFlyer

Direct to App

Last updated: April 22, 2024

> This does **not** require Appsflyer Smart Script
>
> For an *overview*, 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

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**:
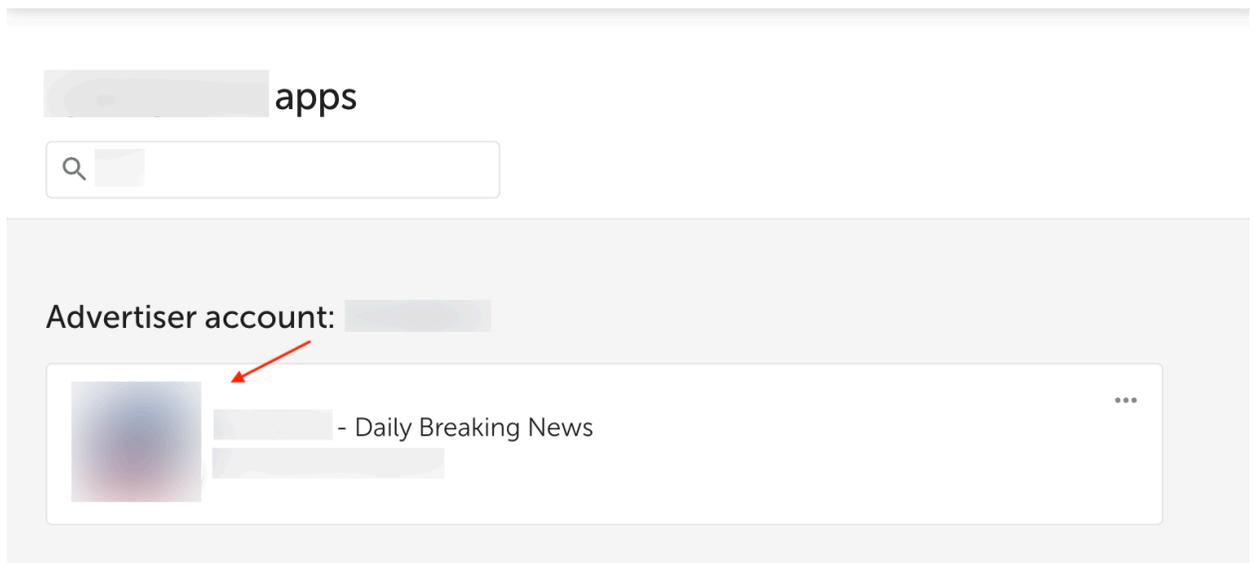
4. Under **Collaborate** (*bottom*, *left*), select **Active integrations.**

5. Start typing **"Taboola"** and click on the *thumbnail* to open the **Taboola Partner**
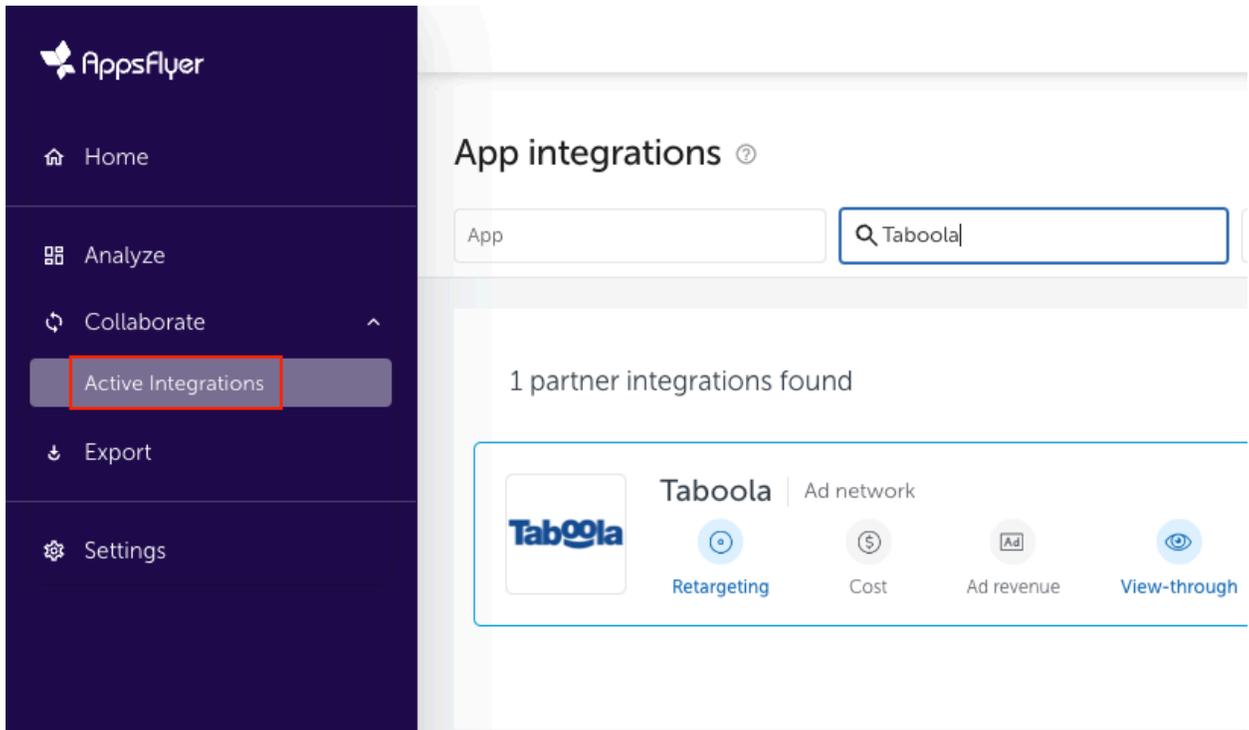
6. Under **Taboola Integration**, toggle **Activate Partner** to **ON**:
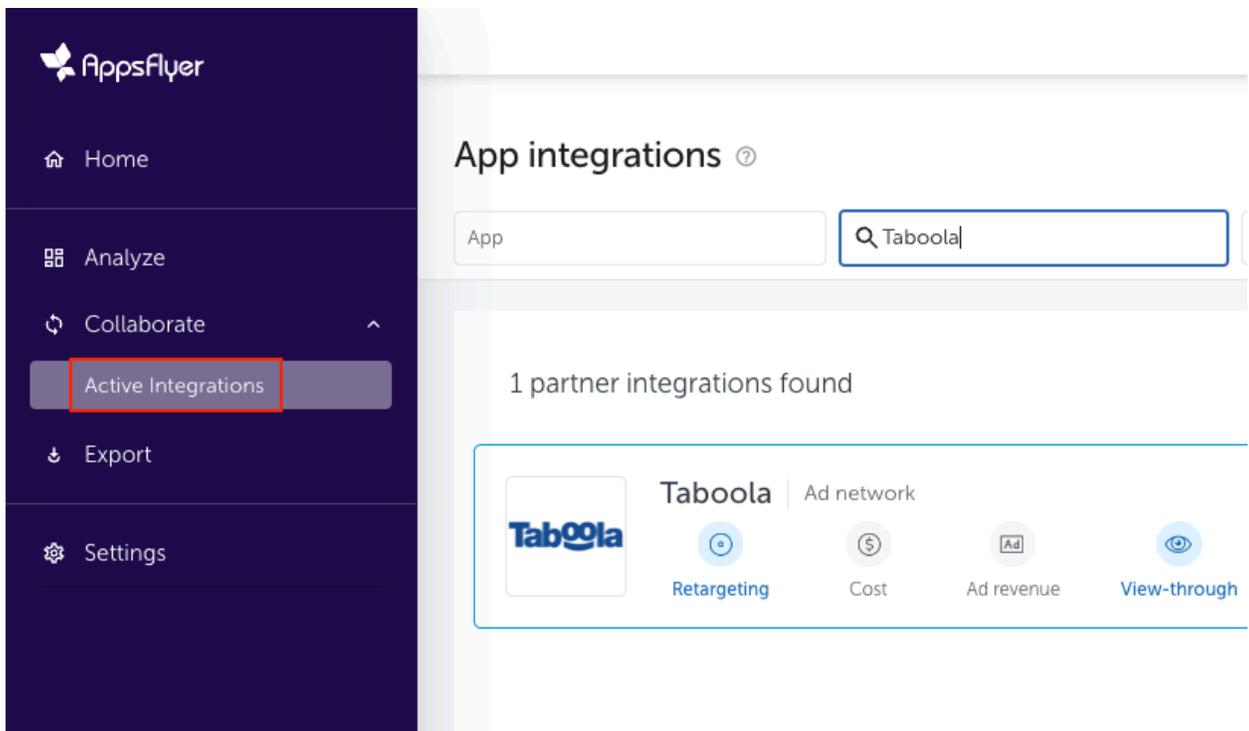
Enable Partner "Taboola" General Settings

7. Under **In-app event settings:**
    a. Leave the **Taboola Ecomm Campaign ID** field *blank*.
    b. Fill in **Taboola Advertiser ID**.
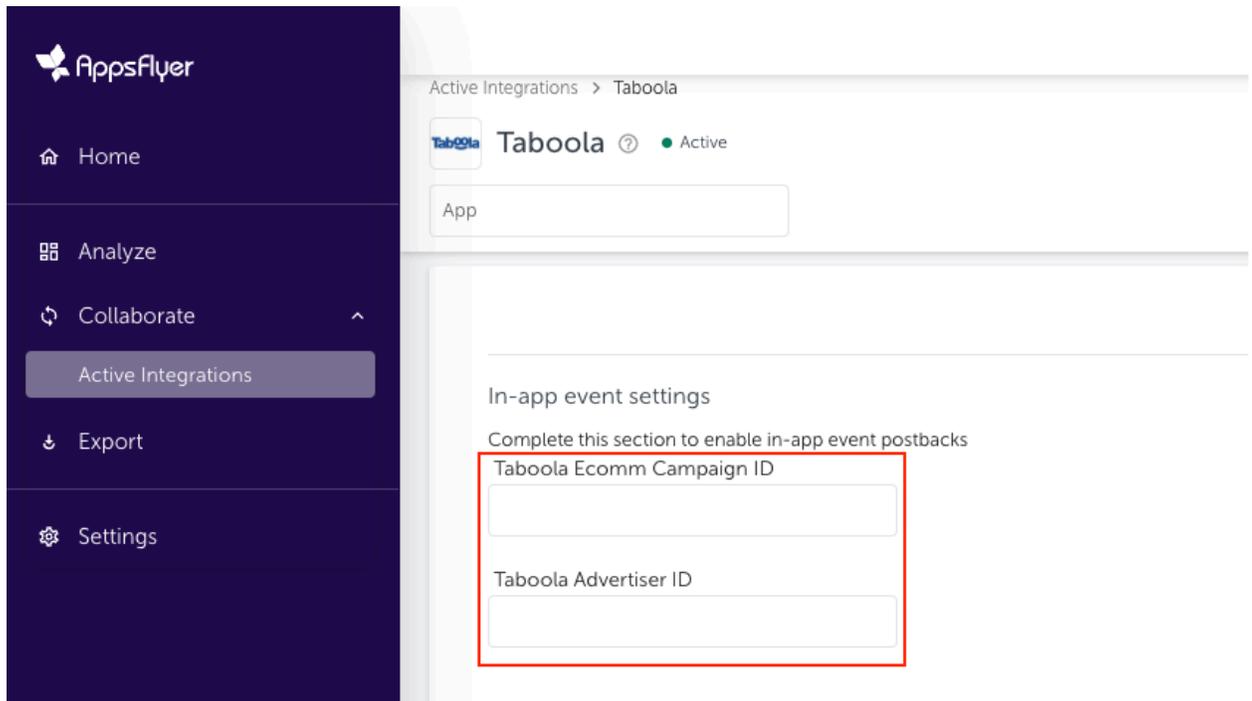
8. Click **Save Integration** (bottom, right).

> **Which Taboola Advertiser ID?**
>
> - To track conversions for **a given account**, fill in that **Taboola Account ID**.
> - To track conversions for a **network**, fill in the **Taboola Network Account ID**.

Configure Partner "Taboola" Attribution Link

9. Next, switch to the "**Attribution Link**" tab.

10. Depending on your intended use case, choose either '**Use single platform link**' or '**Use Onelink**' as the "**Attribution Link Type**". For more detail, see the AppsFlyer documentation.

11. Map the selected AppsFlyer "**Parameter Name**" from the provided list to its corresponding Taboola parameter (referred to as the "**Value**") in the "**Attribution link parameters**" section.

12. Skip the "**Retargeting settings**" section.

13. Under the **Click-through attribution** tab, locate the **Click-through lookback window** section and set it to the desired duration - e.g. 30 days.

14. If you also want to track views, navigate to the **View-through attribution** tab and locate the **View-through lookback window** section. Set the desired duration, for example, 24 hours.

For a detailed understanding of which parameters to use, review the Parameters guide.

For guidance on selecting appropriate values, refer to Creating and Adding URL Parameters for Tracking.

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

- Adding an App to AppsFlyer
- Integrated partners dashboard
- Set up an integrated partner
- Partner activation/deactivation

(Optional) Enable Partner "Taboola" In-app event postbacks & Create In-app events

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 - switch back to the "**Integration**" tab & *skip* to **Step 3**.

1. Open the **AppsFlyer** dashboard.

2. Select the relevant **App** and navigate to **Collaborate** > **Active Integrations > Taboola** (see *previous* section: **Enable the Taboola Integrated Partner**).

3. Toggle In-app event postbacks to **ON** if you wish to track any in-app conversions.
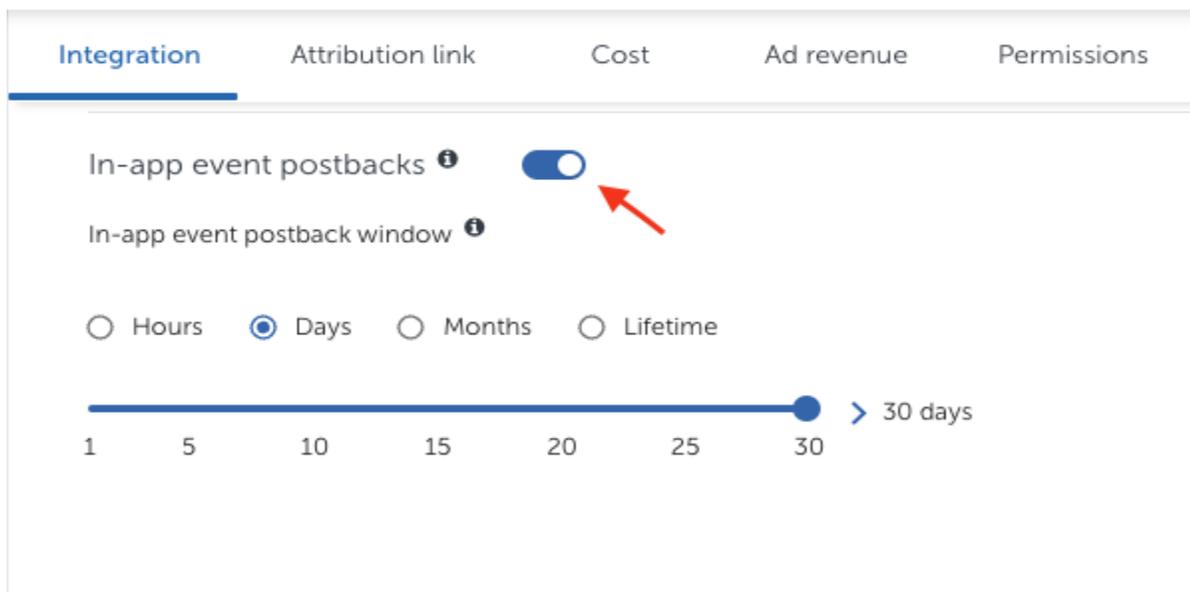
4. Define the desired duration for the postback window (e.g.30 days).

5. Initiate event configuration by clicking "**Add Event**"
   a. Choose an **AppsFlyer event** from the list or add a new one by clicking "**Add item**"

b. Link the chosen **AppsFlyer event** with the Taboola event name it corresponds to (*aka **mapped to partner event***).

c. For the **for user from** field, pick "**This Partner Only**" for exclusive Taboola events or **"All Media Sources Including Organic"** to include all sources.

d. In the i**ncluding** field, select **"No Values & No Revenue"** for non-revenue events, or **"Values & Revenue"** for transactions like purchases. Choose "**Values & No Revenue**" for specific non-revenue related values.

Best Practice

Keep the **AppsFlyer** postback window consistent with the **Taboola** lookback window to ensure all in-app conversions are **attributed** correctly.

For instance, if your Taboola lookback window is set to 7 days, your AppsFlyer postback window should also be set to 7 days. Choosing a shorter postback window in AppsFlyer means any conversions that happen after that period won't be credited to Taboola, potentially missing out on valuable attribution data

---

Useful links

- **In-app event postback configuration**

Set up your creative/ad URL

Obtain the AppsFlyer Click Attribution Link

If you followed the previous section, you already have the necessary pane open - switch to the **"Attribution Link"** tab & *skip* to **Step 3**.

1. Open the **AppsFlyer** dashboard.
2. Select the relevant **App** and navigate to **Collaborate > Active Integrations > Taboola** (see *above*: **Enable the Taboola Integrated Partner**).
3. Under the **Click-through attribution** tab, copy the **Click Attribution Link** created for **Taboola**.

   Sample AppsFlyer Link:
   https://app.appsflyer.com/com.appsflyer.adNetworkTest?pid=taboola_int&c={campaign _name}&af_siteid={site_id}&af_ad_id={campaign_item_id}&af_click_lookback=7d&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/com.appsflyer.adNetworkTest?pid=taboola_int&af_siteid={site_id}&c={ca mpaign_name}&af_ad_id={campaign_item_id}&af_click_lookback=7d&af_installpostback=false&click id={click_id}

Edit the campaign creative/ad

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 ad **URL**, and save.

What is a Taboola Click ID?

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

Creative link:
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.

GiAsAGJvFovGp9sM6kcwLmGqMeNUF6PYvd7Xwp1pA_mkcSC292Qo-5-A3Ijkt9yQAQ

Useful links:

- Disabling Install Postbacks

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 conversion to the matching 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. Under **Conversion Properties**:
   a. Select Category as "**App Install**"
   b. After selecting the category in the previous step as App Install, the auto-filled **Event Name** will be '**app_install**'; change it to '**install**'.

Category
Choose the category that best describes the conversion you're defining.

App Install ▾

Event Name ⃝
Use a unique and descriptive name for your event.

install   ⟵

> **IMPORTANT:** Type in the Event Name *exactly* as shown above.

   c. 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) Enable Partner "Taboola" In-app event postbacks & Create In-app events.**

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) Enable Partner "Taboola" In-app event postbacks & Create In-app events.** (*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/ad*. **Taboola** appends the **Click ID** *value* (*abc123*) and directs **John** to the target URL:

   https://app.appsflyer.com/com.appsflyer.adNetworkTest?pid=taboola_int&c={campaign_name}&af_siteid={site_id}&af_ad_id={campaign_item_id}&af_click_lookback=7d&clickid=abc123

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

3. A bit later, **John** *installs and opens 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