Taboola S2S Conversion Tracking With AppsFlyer

Flow 3: Link to a Landing Page (WITH Custom Dev)

Last updated: March 1, 2021

> This flow **does** require Custom Dev.
>
> For an *overview* of the available flows, see S2S Conversion Tracking With AppsFlyer - Overview.
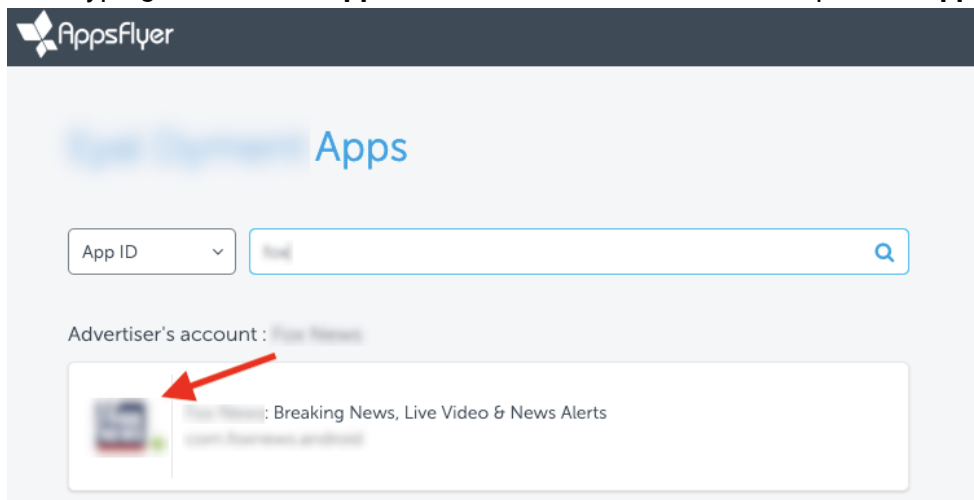
> Your version of **AppsFlyer** might differ from the one described here.
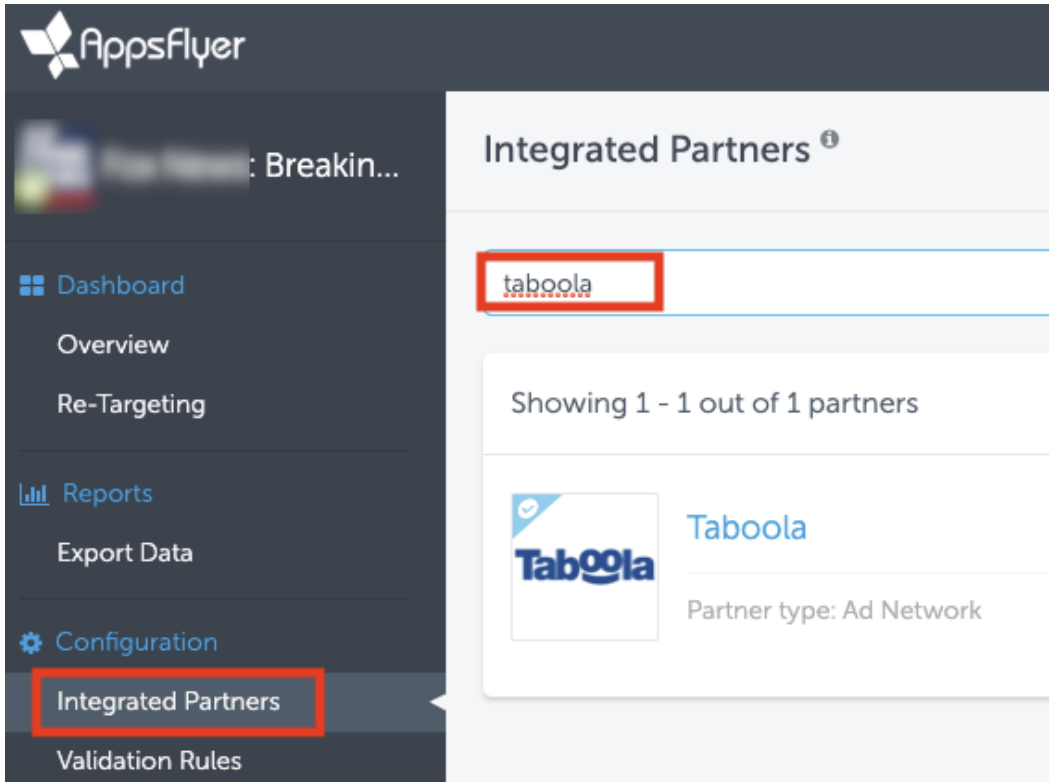>
> For **AppsFlyer** support, visit: https://support.appsflyer.com/hc/en-us.

Integrate AppsFlyer with Taboola

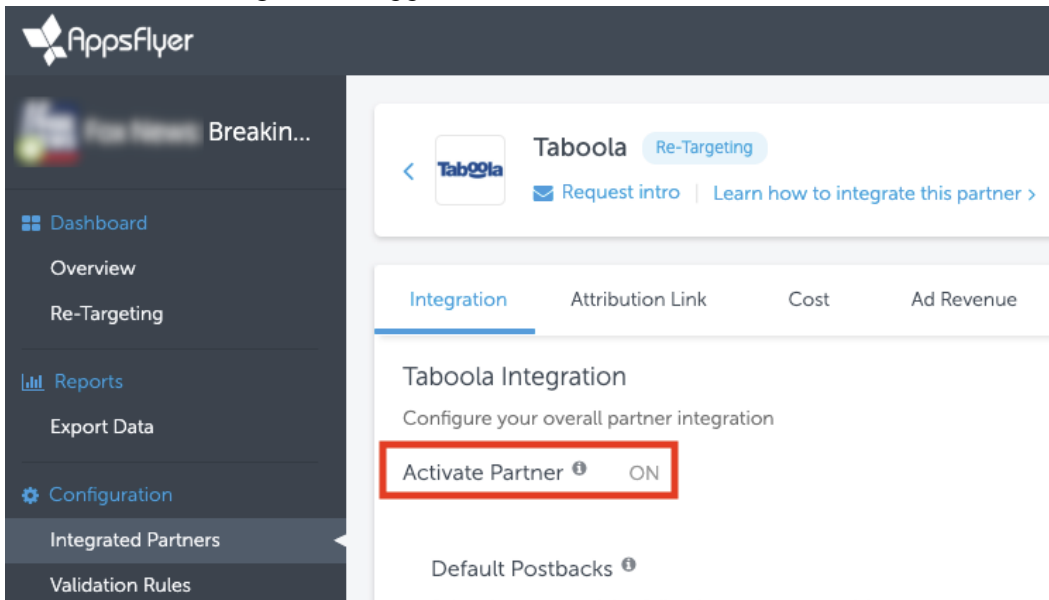### Enable the Taboola Integrated Partner

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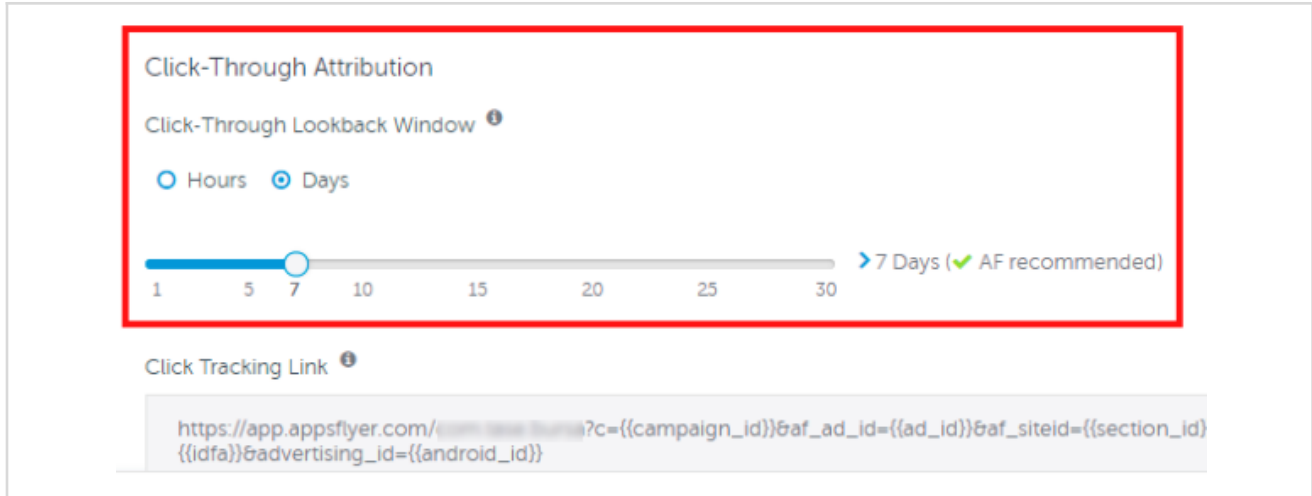3. Start typing the relevant **App ID** and click on the *thumbnail* to open the **App**:

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/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**:

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**):

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*).

6. 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/208439256-In-app-events-postback-configuration

Set up 2 links

Edit the campaign creative

Link the Campaign Creative *directly* to your **Landing Page**:

1. Log into **Taboola Ads**.

2. **Add** or **edit** your **Campaign Creative**. Fill in the **Landing Page** as the **URL** and save.
   Sample URL: https://www.example.com/taboola_landing_page

Use the **Landing Page** as the URL - *not* the link obtained from **AppsFlyer**.
Add the **Landing Page** at the *creative* level (*not* the campaign level).

Add a Click ID macro at the campaign level

1. **Add or edit** the relevant *campaign*.
2. Under **Tracking** > **Tracking Code** fill in: *clickid={click_id}*

Tracking

Tracking Code: clickid={click_id}

Enter the portion on the right *exactly* as shown: *{click_id}*

We recommend using *clickid* as the **param** name (on the left). That way, both **Taboola** and **AppsFlyer** use the same **param** name.

For additional information about adding **passback macros** at the *campaign* level, see: **Creating and Adding URL Parameters for Tracking**

Create links for your Landing Page CTAs

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}

    We will use the above link to prepare the **Landing Page CTA** links.

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

The **Click ID** param (in red) should look *exactly* as shown.

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}*

4. To *prepare* the link for your **Landing Page**, remove the entire query string (show *below* in red):

    ***Original*, sample link:**

    https://app.appsflyer.com/id1140086177?
    pid=taboola_int&c=augusttest&af_click_lookback=30d&clickid={click_id}

    Edited, sample link:

https://app.appsflyer.com/id1140086177

(Your **Landing Page** will re-apply the query string dynamically, as explained below.)

5.   Add the following, *custom functionality* to your **Landing Page**:

i.   When a user arrives at your **Landing Page**, *check* for the **Click ID** in the URL. This will signal that the user arrived via a **Taboola** campaign.

For example:

https://www.example.com/taboola_landing_page?clickid=abc123

In the above example:

- The *name* of the **Click ID** param is *clickid* (set up in **Taboola Ads** - see *previous section*).
- The *value* of the **Click ID** is *abc123*.

Your **Landing Page** will need to persist the **Click ID** value for the duration of the user session - as explained below.

ii.   When the user clicks on a **CTA**, the **Landing Page** must *append* all relevant query string params (below, in purple), and *fill in* the actual **Click ID** value received (in blue).

Example:

Link for *all* CTAs:
https://app.appsflyer.com/id1140086177

Click ID value received: *abc123*

When the user clicks on a **CTA**, the **Landing Page** must send him to:
https://app.appsflyer.com/id1140086177?
pid=taboola_int&c=augusttest&af_click_lookback=30d&clickid=abc123

The **Click ID** param should look *exactly* as shown above: *clickid*

How it works

> Clicking on the above link redirects 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**.

An example:

The following PHP code snippet illustrates the general idea:

```php
<?php

// Default App Store URL
$url = "https://app.appsflyer.com/id123";

// Check for Taboola campaign
if(!empty($_GET['clickid'])) {
    // Construct the AppsFlyer URL for Taboola
    $url = "https://app.appsflyer.com/id1140086177"
    . "?pid=taboola_int&c=augusttest&af_click_lookback=30d&clickid=" // params
    . $_GET['clickid']; // Click ID value
}
?>

    <!-- CTA with 'dynamic' URL -->
    <a href="<?= $url ?>">Go to App Store</a>
```

- The actual steps used to *construct* the **CTA link** is up to you, so long as you direct the user to the correct URL.
- You can use *any implementation* of your choice to persist the **Click ID** - e.g. server-side scripting, browser cookies, client-side storage, etc.

Useful links:

- https://support.appsflyer.com/hc/en-us/articles/360000677217-Mobile-Landing-Page-Tracking-Guide#html-sample-for-landing-page
- https://support.appsflyer.com/hc/en-us/articles/207034206-Disabling-postbacks-for-CPA-based-campaigns

What is the 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://www.example.com/taboola_landing_page?clickid={click_id}

Upon clicking, the user is directed to:
https://www.example.com/taboola_landing_page?&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

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**.
1. For **Type**, click on **Event**.
2. For **Based On**, click on **Popular** (this is the *default*).
3. Under **Choose Event**, click on **App Install**.
4. Under **Conversion Properties**:
5. Fill in "install" under the **Event Name**:

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

6. 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 actual **Click ID** *value* (*abc123*) and directs **John** to your **Landing Page**:
>
>   *https://www.example.com/taboola_landing_page&clickid=abc123*
>
> 2. The **Landing Page** records the **Click ID** value for **John**'s session (using *any implementation* of your choice - e.g. server-side scripting, browser cookies, client-side storage, etc.)
>
> 3. A bit later, **John** clicks on a **CTA** in the **Landing Page**:
>
>   *https://app.appsflyer.com/id1140086177*
>
> 4. The **Landing Page** *appends* the relevant **query string params** and **Click ID**, and directs **John** to the target URL:
>
>   *https://app.appsflyer.com/id1140086177? pid=taboola_int&c=augusttest&af_click_lookback=30d&clickid=abc123*
>
> 5. **AppsFlyer** stores John's **Click ID** (*abc123*) and directs **John** to the **App Store/Play Store**.
>
> 6. A bit later, **John** *installs the App* - which you defined as a *conversion* in the **AppsFlyer** dashboard and **Taboola Ads**.*
>
> 7. **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*
>
> 8. **Taboola Ads** reflects the conversion in the relevant reports.
>
>   * 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