

Xapads Adjust MMP Activation

Please give us access to this e-mail ID

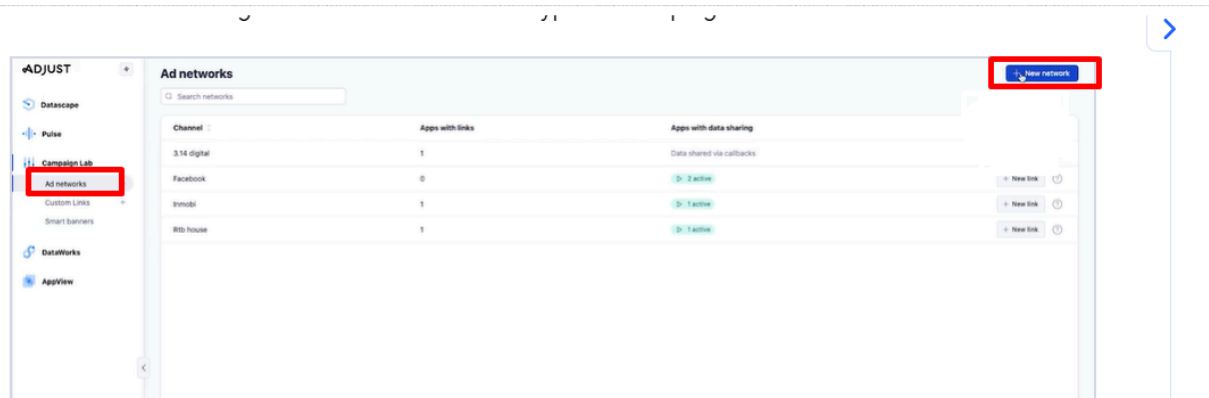
chitransh@xapads.com

Fetch Tracker for the Xapads Media OR for Any Partner:

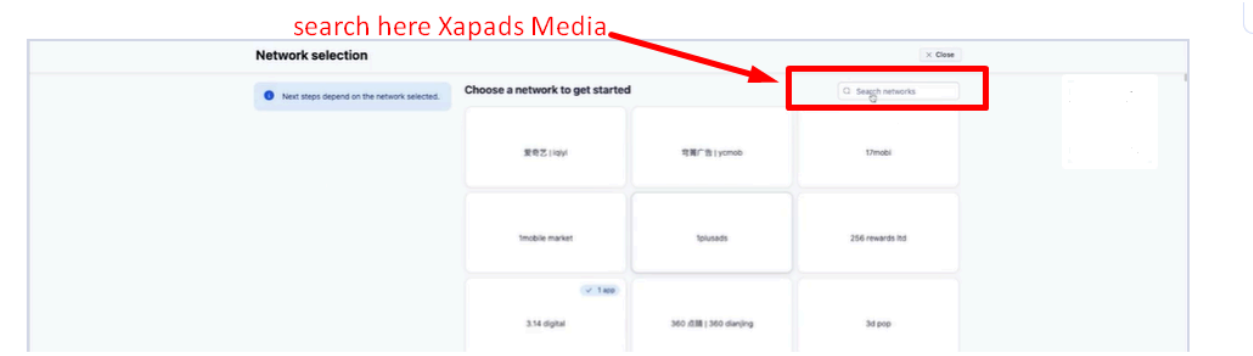
Adjust Help Video: <https://help.adjust.com/en/article/campaign-setup>

1. Click on "Campaign Lab"
2. Click on "Ad-Network"
3. Click on "New Network" at the top of the right side. Sscreenshots:

<https://prnt.sc/am-YUWAK8djm>



4. Then search Xapads Media. SS: <https://prnt.sc/pFepQ1o3FpVb>



Add New User:

<https://help.adjust.com/en/article/manage-users#add-a-new-user>

1. Admin Permission Brief:

Admin users have access to all dashboard tools and account settings. Admins are the only users who can add or delete other users from an Adjust dashboard account.

2. Editor Permission Brief:

Editor users have access to all app settings. Like Admin users, Editors can add, edit, or delete any Adjust tracker URLs and in-app events. Unlike Admins, Editors cannot create new apps in the dashboard, add new users to an Adjust dashboard account, or remove users. Editors may also modify attribution window settings.

3. Add a user {Agency} to your dashboard:

a. Please give us one from both options Admin or Editor, follow these steps:

Add a user

You can add as many users to your Adjust account as you need. To add a user, select **+ Add a new user**.

Account settings / Users / Add new user

Add new user

Feature access

☒ View ad spend data

☒ View ad revenue data

☒ View in-app revenue data

User details

First name

John

Last name

Doe

Email

example@company.com

Language

English

Role

Admin

Editor

Reader

Custom

Can only view your app data. They cannot make changes to app settings, trackers or events. They cannot access your tracker URLs, and only have access to the statistics and apptrace pages.

User roles

- 1 Select the feature access for the user.
- 2 Enter the user's first and last name.
- 3 Enter the user's company email address.
- 4 Select the user's language preference.
- 5 Select the user's role.
- 6 Select **Save**.

b. Custom users follow these steps:

Set custom permissions

Adjust lets you restrict the information users can see on the Adjust dashboard using link-level, keyword-level, and partner-level custom permissions on a per-app basis. This ensures users can only see the data they need to. Custom users should always have access to at least one app.

Search apps		Custom roles for apps	
App	Role	Links & partners	
 adjust Demo App	Editor Reader Custom Off		
 CTV - Net Watching	Editor Reader Custom Off		
 Education - Learn Droid	Editor Reader Custom Off		
 Finance - Crypto Harvest	Editor Reader Custom Off		
 Finance - Pocket Banking	Editor Reader Custom Off		
 Fitness - Sporty Labs	Editor Reader Custom Off		
 Gaming - Candy Alley	Editor Reader Custom Off		
 Gaming - Hyper Combat	Editor Reader Custom Off		
 Gaming - Word knock	Editor Reader Custom Off		

Go into the dashboard and select the app-level role. For Custom users, select "Configure links & partners".

Links Partners		Custom access to links	
Search links			
☐	Link	Enable	Limited by keywords
☐	CTV Network	☒	keyword 1
☐	Email_Currentusers	☐	
☐	FB Web	☐	
☐	Network A	☒	
☐	Network B	☒	
☐	Network C	☒	

Enable the links you want to provide data access for. You can further refine this using a keyword.

Links Partners	
Search partners Custom access to partners	
Partner	Enable
☐ Aarki	☒
☐ Ad4game	☐
☐ AdColony By Digital Turbine	☐
☐ AdGate Media	☒
☐ Adjoe	☐
☐ Appgrowth	☐
☐ Apple	☒

When creating a new user or editing an existing one:

- 1 Select the user Role as **Custom**.
- 2 Select **Edit user's custom permissions**.
- 3 Apply the correct permission level for each app.
- 4 For app-level Custom permissions, select **Configure links & partners** (⚙️).
- 5 From the Links tab, you can:
 - 1 Enable the links you want to provide data access for. You must select at least one link to limit the access to attribution data.
 - 2 Refine data access using keywords.
- 6 *Optional:* From the Partners tab, you can enable access to only certain partners data. This access includes any **Ad Spend** and **SKAN** data they share.
- 7 Select **Save**.

To learn more about customizing permissions for your users, use our dedicated guides to setting permissions at the tracker level, campaign level, and feature level.

Manage users

📄 https://help.adjust.com/en/article/manage-users?src=search_page

Tracker for Xapads Adjust Partners/sources:-

<https://help.adjust.com/en/article/campaign-setup>

Click on Tracker URLs:- https://prnt.sc/_7OI3HvsRGcY

New Tracker:- <https://prnt.sc/tWYN6TG6wxgC>

Tracker Name & Network:- <https://prnt.sc/z6cM3dDgRCCc>

If the partner is not showing in the network then share the custom link with the access.

Basic event setup & Token

<https://help.adjust.com/en/article/basic-event-setup>

<https://help.adjust.com/en/article/add-events#add-event>

- 1 Under **AppView**, select **All apps**.
- 2 Select your app.
- 3 Select the **Events** tab.
- 4 Select **Add event**.
- 5 Enter your in-app **Event name**.
- 6 To instruct Adjust to record an event only once per device, select **This is a unique event**.
 - Example: Registration event
- 7 Select **Add event**. This creates a unique event token for your event.

All apps

A adjust Demo App

App details Platforms **Events** Attribution settings SDK Integration SKAdNetwork Data management Protection

Define your events

Measure the user behavior unique to your app by defining some events. Events are essential for adding depth and granularity to your reports. Installs and sessions do not fall under events; instead they're measured automatically.

[+ New event](#) Show hidden events

Event name	Token	Actions
Facebook Login	d8bf3k	
Level Up	d8azo0	
Purchase	d8b7ds	
Tutorial Complete	d8bmtc	
チュートリアル突破	hriyl4	
初回購入 Unique	tg8eu0	

Retargeting Campaign Attribution Setting:

1. Click Retargeting Attribution Setting:

Link URLs Link structure User destinations **Attribution settings**

Existing user: reattribution

Choose how to attribute different engagements from existing users for this link. Changes here will override app-level attribution settings.

Clicks

☒ Enable reattribution Custom

Inactivity period

days

0-365 days

Reattribution window

days

1-30 days

2. Impression Retargeting Attribution Setting:

Impressions

☒ Enable reattribution Custom 

Inactivity period

1

days

0-365 days

Reattribution window

7

Hours

Days

1-7 days

<https://help.adjust.com/en/article/reattribution>

<https://help.adjust.com/en/article/attribution-settings-app-level>

Adjust Helping Articles

User permissions: <https://help.adjust.com/en/article/users>

Tracker: <https://help.adjust.com/en/article/tracker-level-permissions>

Campaign: <https://help.adjust.com/en/article/campaign-level-permissions>

Feature: <https://help.adjust.com/en/article/feature-permissions>

Adjust Apple Search Ads Help Partner Integration Docs:

<https://help.adjust.com/en/article/apple-ads#add-apple-ads-account-in-adjust>

Note: Adjust Help Center URL: <https://help.adjust.com/en/article/users>