

Xapads Appsflyer Agency Activation Guide

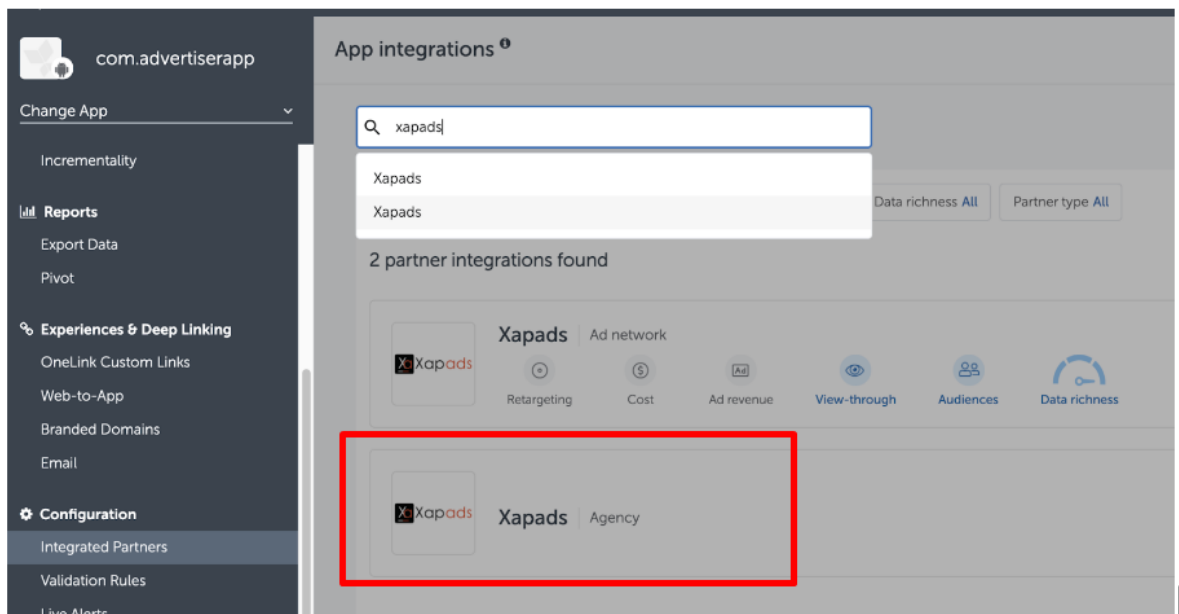
1. Configuration > Integrated Partners

<https://hq1.appsflyer.com/marketplace/integrated-partners/com.advertiserapp>

Agency Name is “xapads” (af_prt=xapads)

Ad-network Name is xapads_int (Media Source: pid=xapads_int)

2. Search Xapads & Click on Xapads Agency Partner



3. Enable all permissions as below.

- a. Add event names if applicable to the app & KPI.
- a. Share a screenshot for reference like below

The screenshot displays the AppsFlyer dashboard for the application 'com.advertiserapp'. The left sidebar lists various navigation options, including 'Custom Dashboards', 'People-Based Attribution', 'Incrementality', 'Reports', 'Experiences & Deep Linking', 'Configuration', and 'Integration'. The 'Configuration' section is currently selected, showing 'Integrated Partners' as the active tab. The main content area is titled 'Xapads permissions' and includes a link to 'Request intro' and 'Learn how to integrate this partner'. The permissions section allows users to select the permissions to grant this partner. The 'Agency permissions' section is toggled on, and the 'Allow agency to:' section lists several permissions: 'Access retention and cohort reports', 'Access aggregate organic data', 'Access raw data reports', and 'Access Protect360 dashboard & raw data', all of which are toggled on. The 'Configure in-app event postbacks' section is also toggled on, and the 'SDK Event Name' dropdown shows 'register' and 'purchase' as available events. The 'Send events revenue' section is toggled on, and the 'Sending option' dropdown shows 'This partner only' as the selected option.

4. Sometimes the SDK Event Name is not visible in the dropdown, so it's suggested to type the complete name. For example, af_app_opened is not visible in the first screenshot & after typing it gets visible.
5. In-app event postback configuration:-
<https://support.appsflyer.com/hc/en-us/articles/208439256#inapp-event-postback-window>

Select...

af_purchase

af_login

Send events revenue ☒

af_app_opened

af_app_opened

+ Add event

Note: Make sure that no space in event name

6. Click "Save Permissions"

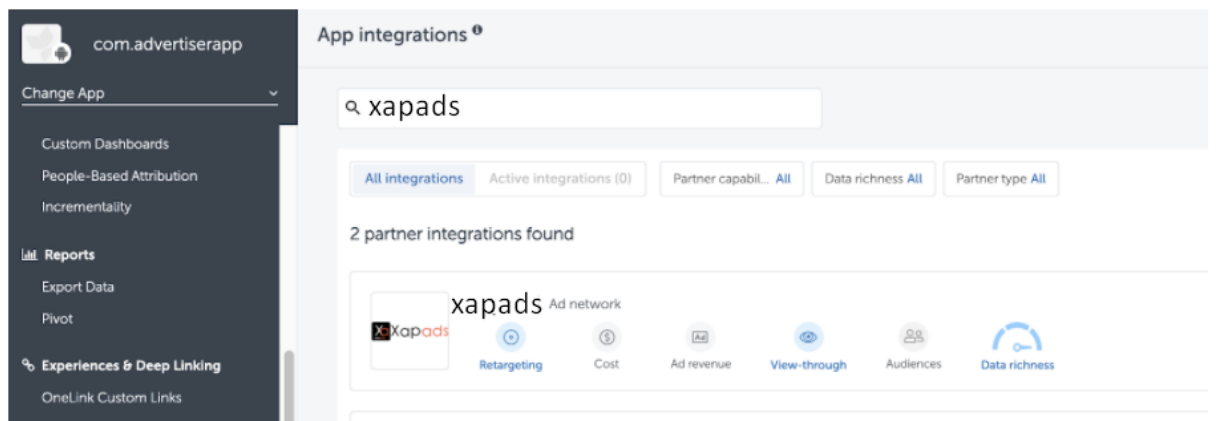
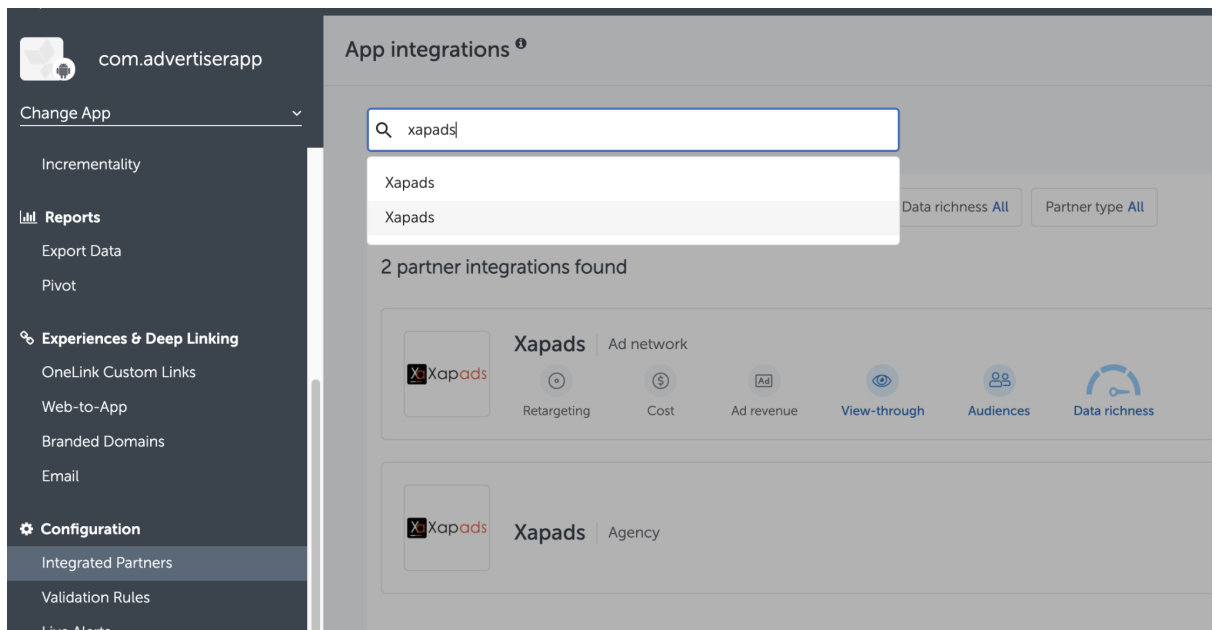
Xapads Ad-Network Activation Guide

1. Configuration > Integrated Partners

<https://hq1.appsflyer.com/marketplace/integrated-partners/com.advertiserapp>

Ad-network name is "xapads_int" (pid=xapads_int)

2. Search Xapads (Sales Guy would further here) & Click on respective Ad Network



3. Integrations >

- a. Enable Activate Partner
- b. Activate In-app event postbacks for KPI based campaigns and add applicable events
- c. Recommended In-app events postback window = 30D or Higher
- d. Don't put space or special character in Partner event identifier
- e. Share a screenshot for reference like below

Integration

Attribution link

Cost

Permissions

Xapads integration

Configure your overall partner integration

Activate partner 

General settings

Enable View-Through attribution 

Default postbacks 

Select how to send the following postbacks to this partner

Event name

Install

Sending option

This partner only

In-app event postbacks 



In-app events postback window 

 Hours

 Days

 Months

 Lifetime

1

5

10

15

20

25

30

> 30 Days

af_first_fulfilled_purchase

>

purchase

This partner only

Values & revenue

Bulk actions 

- Go to Permissions. Enable all Permissions & Share a screenshot for reference like below

Integration

Attribution link

Cost

Ad revenue

Permissions

xapads permissions

Select the permissions to grant this partner [Learn more >](#)

Ad network permissions

☒

Allow ad network to view their traffic for your app in their dashboard.

Allow access to xapads team members

xapads Admin

+

Add team member

Allow xapads team members to:

Configure integration

☒

Configure in-app event postbacks

☒

Access retention report

☒

Access aggregate loyal users data

☒

Access aggregate conversions data ⓘ

☒

Access aggregate in-app events data ⓘ

☒

Access aggregate revenue data

☒

Use ad spend ingestion ⓘ

☒

Access Protect360 dashboard & raw data ⓘ

☒

Access ad revenue raw data ⓘ

☒

Sending option ⓘ

This partner only

▼

5. Click “Save Integration”

General Ad Partner Activation Guide

<https://support.appsflyer.com/hc/en-us/articles/360000844778-Partner-activation-deactivation#activate-partner-integration>

General Agency Activation Guide

<https://support.appsflyer.com/hc/en-us/articles/360000844778-Partner-activation-deactivation#activate-agency-integration>

To grant the ad network Ad Spend Ingestion permission:

<https://support.appsflyer.com/hc/en-us/articles/360002516838#granting-an-ad-network-ingestion-permission>

1. In AppsFlyer, the advertiser needs to go to Configuration > Integrated Partners.

The Integrated Partner page displays.

2. Select the integrated partner.
3. Go to the Permissions tab.

Integration Attribution Link Cost Ad Revenue **Permissions**

Permissions

Select the permissions to grant this partner. [Learn more >](#)

Ad Network Permissions ☒

Allow access to [redacted] team members

[redacted] Admin

[+ Add team member](#)

Grant permissions to [redacted] team members

Allow to configure integration ☐

Allow to configure In-app event postbacks ☐

Allow access to your retention report ☐

Allow access to your aggregate loyal users data ☐

Allow access to your aggregate in-app events data ☐

Allow access to your aggregate revenue data ☐

Allow spend ingestion ⁱ ☐

Allow access to your Protect360 dashboard ☐

4. Enable Ad Network Permissions if it is not already so.
5. (optional) Add account users.
6. Enable Allow spend ingestion.