

Xapads Branch Agency Activation Guide

Name: Xapads Media

Partner Identifier (\$3p Value): a_xapads_media

Branch Account Mail ID: nipun@xapads.com

Xapads Branch Agency ID - 641726250758459718

Grant an Agency Access - Branch Doc:

<https://help.branch.io/using-branch/docs/add-agency-to-your-account>

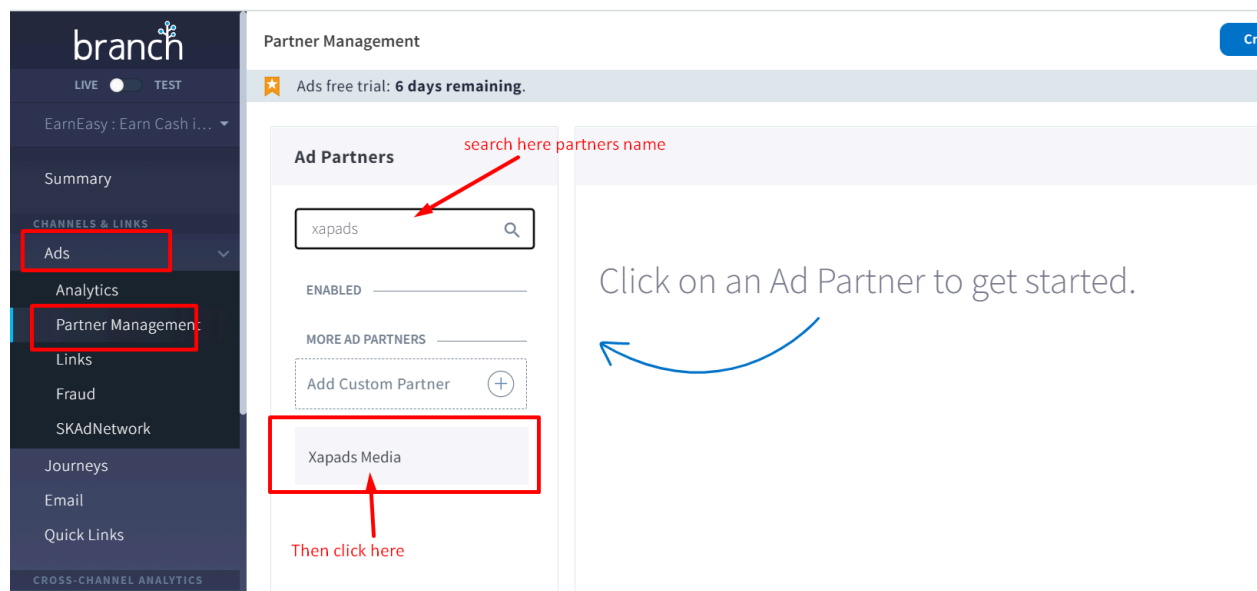
Default Access Levels, Users Roles & Permissions:-

<https://help.branch.io/using-branch/docs/add-manage-users-roles-permissions-access#section-roles>

1. Ads > Partner Management

<https://help.branch.io/using-branch/docs/add-manage-users-roles-permissions-access>

a. Search Xapads & Click on Xapads Agency Partner



b. Then click on save & Enable

Ad Partners

ENABLED

MORE AD PARTNERS

Add Custom Partner

Xapads Media

Ad Partner Settings: Xapads Media

Create Ad Link

ACCOUNT SETTINGS | POSTBACK CONFIG | LINK PARAMETERS | ATTRIBUTION WINDOWS | POSTBACK TESTING

Ad Account Information

This ad partner does not require any account credentials.

Partner Identifier (\$3p Value): a_xapads_media

Save & Enable

Enable this partner to get started

c. Configure postback for partner:-

branch

LIVE ● TEST

EarnEasy: Earn Cash i...

Summary

CHANNELS & LINKS

Ads

Analytics

Partner Management

Links

Fraud

SKAdNetwork

Journeys

Email

Quick Links

CROSS-CHANNEL ANALYTICS

Sources

EXPORTS

ENABLED

xapads

MORE AD PARTNERS

Add Custom Partner

19mobi

1Plusads

ACCOUNT SETTINGS | POSTBACK CONFIG | LINK PARAMETERS | ATTRIBUTION WINDOWS | POSTBACK TESTING

Postback Editing Help

ENABLE	ALL EVENTS	EVENT	POSTBACK URL	ACTIONS
☒	☐	INSTALL ID: 1022095661107007657	http://post[redacted].io/acquisition?security_token=36399a458c8980278778&click_id=\$	...

Add New Postback

Disable | Save

d. Configure attribution windows,

ENABLED

xapads

Ad Partner Settings: Xapads Media

ACCOUNT SETTINGS | POSTBACK CONFIG | LINK PARAMETERS | ATTRIBUTION WINDOWS | POSTBACK TESTING

☒ Use ad partner attribution settings ⓘ

Click here to enable attribution windows for partner

Unsaved Changes

e. After enable attribution then click on save button:

Attribution Type	Window	Description
click to session start	90 days	Time between a click or a web to app auto redirect and an open or web session start.
click to install	30 days	Time between a click or a web to app auto redirect and an install or reinstall.
click to conversion event	90 days	Time between a click or a web to app auto redirect and a conversion event. Conversion events include commerce events (e.g. purchase, add to cart), all custom events and all view events (e.g. pageviews, content views).
impression to session start	1 days	Time between an ad impression and an open or web session start.
impression to install	1 days	Time between an ad impression and an install or reinstall.
impression to conversion event	1 days	Time between an ad impression and a conversion event. Conversion events include commerce events (e.g. purchase, add to cart), all custom events and all view events (e.g. pageviews, content views).

Click here for enable

Unsaved Changes 15

Disable Save

2. Generate/Create link for partners:

a. Ads > Links > then click on create ad link > Select App Install > Continue

Create Ad Link

What kind of link do you want to create?

App Only

App Install or Engagement

Cross-Platform

Create Display Link

Create Search Link

Continue

Then click here

Create Ad Link

b. Select partner here to generate link >

1 Define

2 Configure Options

3 Validate & Share

Name your link

xapads-AOS

*This field is required

Which Ad Partner is this?

xapads

*This field is required

What ad format are you using?

App Only

*This field is required

Cancel

Save

Configure Options

Search here enabled partner name then select

Then click here

c. Click on the configure option > Save

The screenshot shows the 'Configure Options' step of the Branch link creation process. At the top, there is a progress bar with three steps: 'Define' (completed), 'Configure Options' (current step, highlighted with a red box), and 'Validate & Share'. Below the progress bar, the '0cqhww.app.link/' alias is shown next to the app ID 'LmNIQNBzFnb'. A URL template is displayed: '?%243p=...&%24aaaid=[gaid]&%24idfa=[idfa]&-ad_set_name=[adset]&-campaign=[camp_id]&-click_id=[click_id]&-creative_name=[creative_name]&-secondary_publisher=[source]'. A note states: '*You cannot change your link alias once you create your link'. Below this, there are three tabs: 'DEEP LINKING', 'REDIRECTS', and 'ANALYTICS TAGS'. The 'Where should the user be taken within your app?' section asks to define the data to send to the app for contextual deep linking. It features a 'Key' and 'Value' input field with a dropdown arrow. A 'More Data' button with a plus icon is also present. At the bottom left is a 'Back' button, and at the bottom right is a 'Save' button with a lock icon. A red arrow points from the text 'Then click here' to the 'Save' button.

d. Here you will get partner specific CTA & VTA URL

The screenshot shows the 'Validate & Share' step. The progress bar at the top shows 'Define' and 'Configure Options' as completed, and 'Validate & Share' as the current step. On the left, a 'Validation' panel shows two green checkmarks: 'Deep link data specified' and 'Redirects specified'. The main area, titled 'Ad Link Created', displays two generated links. The first is the 'Click Tracking Ad Link Created!' with the URL: 'https://0cqhww.app.link/LmNIQNBzFnb?%243p=...&%24aaaid=[gaid]&%24idfa=[idfa]&-ad_set_name=[adset]&-campaign=[camp_id]&-click_id=[click_id]&-creative_name=[creative_name]&-secondary_publisher=[source]'. The second is the 'Impression Tracking Link Created!' with the URL: 'https://impression.link/impression?branch_key=key_live_bbZLhP8uK5P3qHhbl4g8Zgjtqd9D2AW&%243p=a_...&%24aaaid=[gaid]&%24idfa=[idfa]&-ad_set_name=[adset]&-campaign=[camp_id]&-click_id=[click_id]&-creative_name=[creative_name]&-secondary_publisher=[source]'. Both links have a 'Test Link' button. A red text annotation 'Copy links ,share with partners' with two red arrows points to the generated URLs. At the bottom left is a 'Back' button, and at the bottom right is a 'Close' button, which is highlighted with a red box.

3. How to enable/give partners Agency access on Branch:-
Account Setting > Agencies > Add New Agency

Add Agency

search here partners name for agency

Agency Name

xapads

Xapads Media (641726250758459718)

Custom

☐ Export ⓘ

Permissions

	VIEW	EDIT	
Link-Level Settings ⓘ	☒	☒	
Channel-Level Settings ⓘ	☒	☒	
App-Level Settings ⓘ	☒	☐	
Aggregate Data ⓘ	☒		
Sensitive Data ⓘ	☐		
Fraud Settings & Data ⓘ	☒	☐	
Engagement Builder ⓘ	☒	☒	

Data Filter > Invite

Data Filters

- Only show agency-tagged data ⓘ ☒
- Restrict access to revenue data ⓘ ☐
- Only show data from specific ad networks ⓘ ☐
- Only show data from specific locations ⓘ ☐

Cancel

Invite

Once the Invite is sent for App access then please share the following screenshot:

NAME ▾	EMAIL ▾	ROLE ▾	STATUS ▾	ACTIONS
Documentation Demo	[REDACTED]	Team Member	Waiting for acceptance	Edit Resend Invite Delete

Default Access Levels, Users Roles & Permissions

<https://help.branch.io/using-branch/docs/add-manage-users-roles-permissions-access#access-levels>

Brief about Access Levels

Every feature in Branch is associated with a combination of “Permissions”. To see, edit, or export data from a feature, a user needs to have been granted all of the Permissions associated with that feature. For example, there is a Permission that relates to “exporting” and another which relates to “sensitive data”, such as device IDs. If a user wants to be able to export device IDs from our Custom Exports feature, they would need to have both of these Permissions enabled on their individual user profile.

There are 7 different Permissions which an individual user can be assigned. These will determine whether a user can view, edit, and/or export data for specific elements within the Branch dashboard. Most Permissions can be granted as either “View” or “Edit”.

- **Link Level:** Settings or features that can impact functionality for single links require this Access Level. This is mostly related to the Ad Links and Quick Links configuration pages. Link Level is available as either a “View only” or “Edit”.
- **Channel Level:** Settings or features that can impact functionality across a marketing channel, such as paid advertising, or across entire Branch features which an app is using, such as Journeys, Text Me The App or Deep Views, require this Access Level. Channel Level is required to access ad partner

management settings, and postback configurations, which can be used to send log-level data to ad partners. Channel Level is available as either a “View only” or “Edit”.

- **App Level:** Settings or features that can impact functionality app-wide require this Access Level. For example, this includes the Billing, single sign on (SSO), and API settings for an individual app. App Level is available as either a “View only” or “Edit”.
- **Aggregate Data:** Mostly used for reporting. With the Aggregate Data Access Level, a user will be able to see summary information such as clicks, installs and other events over time. Aggregate Data does not contain granular information, such as device IDs or log level events.
- **Sensitive Data:** Branch reserves a special control for data that can contain user-identifying, payment-related, or secret information. This enables you to impose stricter controls over actions such as the export of Device IDs, which may require different handling for privacy and security reasons.
- **Fraud Settings & Data:** Branch’s advanced Fraud rules are calibrated to detect and block fraud before you are billed for fraudulent installs by bad actors. Changes to these rules will increase or decrease your tolerance for potential fraud, and should be handled with due care. The Fraud Settings & Data Access Level is available as either a “View only” or “Edit”.
- **Engagement Builder:** Branch's Engagement feature is designed to help marketers conduct precision retargeting and re-engagement campaigns to drive even higher return on advertising spend. Using our simple yet precise rule system, clients can easily segment users into engagement groups based on their past purchases, advertising exposure, and in-app behavior. The Engagement Builder is available as either a “View only” or “Edit”.
- **Export:** Allows users to export data from pages they can view. The Export Access Level is frequently needed in combination with either Aggregate Data or Sensitive Data to move data from the system.

Branch Link Macro:

<https://help.branch.io/using-branch/docs/self-attributing-networks-sans#san-support-ed-analytics-parameters>

Re-engagement Attribution Logic & Settings

<https://help.branch.io/using-branch/docs/re-engagement-attribution-logic-settings#overview>

re-engagement inactivity

7

days

Defines the period between two events that a user must be inactive in order to define the later event as a re-engagement. Used in re-engagement cohort analysis but not activity analytics. [Learn more](#) about cohort analysis.

Branch MMP - Apple Search Ads Integration Steps:

<https://help.branch.io/marketer-hub/docs/enable-apple-ads>