

Introduction and Purpose

Kochava is the leading measurement platform for connected devices. Integrating with Kochava provides the mutual customer with the tools they need in order to successfully track their campaigns and syndicate their data to the tools they care about.

This document outlines what is needed in order to create a robust integration with the Kochava platform. You will be asked to provide details about what you can pass in the impression request and in the click request, as well as for the specification of your conversion postback. Optional and Required parameters are clearly designated. If you have questions while filling out this document please email integrations@kochava.com.

Methodology

Platform specific Integrations will be delineated separately by that platform (e.g., YourCompanyName - iOS, YourCompanyName - Android...etc.) depending on what your system supports. Kochava's attribution and analytics supports all major platforms and a variety of connected devices. Be sure to keep this in mind especially when defining your conversion postback as the available parameters (e.g., Device ID) will vary.

Non-platform specific or "Universal" integration will use the User Agent, device_type or platform to determine the user's path and store the clicks and impressions appropriately for attribution eligibility.

Getting Started


There are 4 primary steps to the integration and certification process with Kochava.

1. Provide general details about your business.
2. Define your click macros.
3. Define your impressions macros.
4. Define your install/event postback.

General Information

Name of your network as it should appear in Kochava:

Link where a logo for use can be downloaded:



Logo Specifications need to be as follows:
 Full Size – 336w X 88h (168w X 44h) 144dpi
 *Transparent png

Please list the initial advertisers that you will be working with:

Select the platforms you have inventory for:

<input type="checkbox"/> Android
<input type="checkbox"/> Android Instant App
<input type="checkbox"/> Android TV
<input type="checkbox"/> Chromecast
<input type="checkbox"/> Daydream
<input type="checkbox"/> Fire OS
<input type="checkbox"/> HTC Vive
<input type="checkbox"/> iOS
<input type="checkbox"/> iOS App Clip
<input type="checkbox"/> LGWebOS
<input type="checkbox"/> Linux
<input type="checkbox"/> macOS
<input type="checkbox"/> Nintendo Switch
<input type="checkbox"/> Nintendo WiiU
<input type="checkbox"/> Oculus GO
<input type="checkbox"/> Oculus Rift
<input type="checkbox"/> Playstation
<input type="checkbox"/> Roku
<input type="checkbox"/> Samsung Gear VR
<input type="checkbox"/> Tizen OS
<input type="checkbox"/> tv OS
<input type="checkbox"/> Universal
<input type="checkbox"/> Vizio Smartcast OS
<input type="checkbox"/> Web
<input type="checkbox"/> WebGL
<input type="checkbox"/> Windows
<input type="checkbox"/> Windows Xbox



Analytics partners are not required to provide impression or click integration information. If you are an Analytics Partner, please proceed to the Postbacks section of this document and contact integrations@kochava.com for next steps.

Clicks

Standard Device ID Parameters:

Please indicate below which device identifiers you can pass along with the placeholders and macros. Click based attribution does not require that any values be passed. At Kochava we advocate for transparency in ad signal for both optimization purposes and fraud mitigation. In that spirit, we will certify your integration in the event it includes the values indicated below:

Device Identifier	Hash Method	Placeholder/Macro	Platform
<input type="checkbox"/> IDFA	None		iOS
<input type="checkbox"/> ADID	None		Android
<input type="checkbox"/> FIRE ADID	None		Amazon
<input type="checkbox"/> WAID	None		Windows
<input type="checkbox"/> RIDA	None		Roku
<input type="checkbox"/> IFAID	None		LGAds
<input type="checkbox"/> OAID	None		Huawei
<input type="checkbox"/> TIFA	None		Samsung
<input type="checkbox"/> VIDA	None		Vizio
<input type="checkbox"/> ip_address	None		N/A
<input type="checkbox"/> device_ua	None		N/A

Additional Device ID Parameters:

In the event that you have additional device identifiers and/or hash methods, please indicate below.

Device Identifier	Hash Method	Placeholder/Macro	Platform(s)
e.g. idfa_sha1	e.g. SHA-1	e.g. {idfa_sha1}	e.g. iOS

AppTrackingTransparency framework for IOS14

In the spirit of compliance with Apple’s guidelines that ensure a user provides consent through the AppTrackingTransparency (ATT) framework, Kochava will require the inclusion of the user’s ATT status within the supply-side app on every click and impression request.

When a match is made using a click without the presence of an IDFA, we will also limit the information contained in our postbacks. If the user has provided consent through ATT on both the supply-side and advertised app, our integration will function as it does today (and continue to in iOS versions prior to 14).

The following two key/value pairs must be included on all iOS traffic that does not include an IDFA:

1. **AppTrackingTransparency Framework Value**
 ...&att=1&... for consent given and IDFA present
 ...&att=0&... for consent not given - any present IDFA will be dropped at ingestion

2. **Inventory Type/Location**
 ...&ad_platform=m_web&...
 ...&ad_platform=in_app&...

ATT Macros:

Parameter	Macro	Description	Required
att		User's ATT consent status.	yes
att_time		The time the user consented.	no
ad_platform		The inventory type, m_web or in_app.	yes

Standard Click Parameters:

Kochava can gather additional contextual information from each click to further increase actionable intelligence for the advertiser.

Please indicate the macro that can be used in the click through URL to populate the below parameters. Please indicate your ad server's macro used to populate the below click parameters in full format. For example, if the macro for site_id is [[publisher_id]], then please provide that exact syntax in the table below.

Kochava Parameter	Placeholder/Macro	Required/Optional	Description
site_id		For Certified Signal	Site ID
sub_site_id		For Ad Network	Sub Publisher/Site ID
creative_id		For Certified Signal	Creative ID
click_id		For Certified Signal	Your Click ID
exchange_id		For DSP	SSP or exchange bid won
Partner_campaign_id		Required for SKAd Certification	The campaign ID in your system.
partner_campaign_name		Required for SKAd Certification	The campaign name in your system.



site_id is a value which signifies the App or Website in which an ad is served. For example, "1234" or "98759843754-asdfdsa". Cycling or Obfuscating Site IDs is not to your customer's benefit.

SKAdNetwork Certification:

The following section describes the details necessary to facilitate SKAdNetwork data ingestion to a custom whitelabeled endpoint, as well as details about your iOS integration templates for the purpose of associating click and impression counts to your SKAdNetwork data. The SKAdNetwork signals will be aggregated and can be made available as summary reports to your Advertising partners via their MMPs. Doing so allows your Advertising partners to retain a holistic view of their marketing efforts.

Datapoint	Input	Description
Subdomain		Subdomains will bin the format {your_string_here}.admeasurement.com
SKAdNetwork ID		Your SKAdNetwork ID from apple.
skad_campaign_id		Your ad server's macro for the SKAdNetwork campaign ID. (SKAdNetwork 3.0 and below)
skad_source_identifier		Your ad server's macro for the SKAdNetwork source ID. (SKAdNetwork 4.0 and below)

Additional Click Parameters:

Please indicate the placeholder/macro through which your system will populate the following parameters in either your click requests.

Parameter	Required/Optional	Placeholder/Macro	Sample Value	Notes
<input type="checkbox"/> creative_type	Required by some advertisers		banner, interstitial, video, playable	Include only the values listed here. If you have a creative or ad type not listed here, please contact integrations.
<input type="checkbox"/> ad_type			Incent, non_incent	
<input type="checkbox"/> site_category	Required by some advertisers		game	IAB category for the app (financial, game, dating)
<input type="checkbox"/> creative_size			300x50	Description/indicator of the creative size
<input type="checkbox"/> device_os	Optional		Android	OS of the device
<input type="checkbox"/> device_os_version	Required (S2S)		4.4.2	OS version of the device
<input type="checkbox"/> device_vendor	Optional		HTC	Device brand (samsung, sony, apple)
<input type="checkbox"/> device_model	Required (S2S)		One	Device model
<input type="checkbox"/> device_carrier	Optional		Verizon	Device carrier
<input type="checkbox"/> device_connection	Optional		wifi	Wifi or Mobile network
<input type="checkbox"/> user_country	Optional		usa	Country in which user is located
<input type="checkbox"/> user_region	Optional		ca	State
<input type="checkbox"/> user_zip	Optional		94101	Zip of user
<input type="checkbox"/> user_dma	Optional		807	DMA of user
<input type="checkbox"/> user_area	Optional		415	Area code of the phone number
<input type="checkbox"/> user_lat	Optional		37.78	Latitude of user
<input type="checkbox"/> user_lon	Optional		122.42	Longitude of user
<input type="checkbox"/> demo_age	Optional		30-39	Age range of user
<input type="checkbox"/> demo_gender	Optional		male	Gender of user
<input type="checkbox"/> demo_ethnicity	Optional		white	Ethnicity of user
<input type="checkbox"/> demo_income	Optional		+75,000	Yearly income of user
<input type="checkbox"/> demo_education	Optional		college	Education of user
<input type="checkbox"/> user_status	Optional		married	Marital status of user
<input type="checkbox"/> language	Optional		en_US	The primary language the device is set to.
<input type="checkbox"/> volume	Optional		0	The volume level of the device when the ad was clicked.
<input type="checkbox"/> screen_brightness	Optional		0.7919	The screen brightness the device is set to when ad was clicked.
<input type="checkbox"/> battery_level	Optional		79	The battery level of the device when the ad was clicked.
<input type="checkbox"/> battery_status	Optional		Discharging	The battery status of the device when the ad was clicked.

Custom Click Parameters:

Please use the fields below to convey any custom parameters you are able to pass on the click.

Parameter	Placeholder/Macro	Platform(s)

Impressions

Sample Impression Payload:

```
https://imp.control.kochava.com/track/impression?campaign_id=sample&network_id=xyz&device_id_type=adid&sub_site_id={site_id}&event=impression_served&ip_address={USER_IP}&device_ua={device_ua}&device_id={DEVICE_ID}&imp_id={transaction_id}&creative_id={CREATIVE_ID}&site_id={SITE_ID}
```

Source of Impressions:

Please define the source of impression data.

Source	Supported?	Device User Agent (device_ua)	IP Address (ip_address)
<input type="checkbox"/> Server	<input type="checkbox"/> Yes <input type="checkbox"/> No	Required	Required
<input type="checkbox"/> Client	<input type="checkbox"/> Yes <input type="checkbox"/> No	Optional	Optional



If impressions are being sent to Kochava client-side the device_ua and IP parameters will remain optional as this data will be automatically be collected by the Kochava system. In the event that impressions are being sent to Kochava server-side the device_ua and IP parameters will become required.

Impression Type(s):

Kochava supports the application of varying weights to impression requests for different types of ad units. The following parameters can be used to inform Kochava of the percentage a video ad unit was played to an end user. Impressions with a higher percent completion will receive higher weighting in the attribution waterfall.

Example —

An impression with:


```
&imp_event=video_progress&video_progress=0.85
```

will win attribution against an impression with the parameters:

```
&imp_event=video_progress&video_progress=0.35
```

If a video ad unit was viewed to completion, the following parameter should be used:

```
&imp_event=completed_view
```



`&imp_event=completed_view` will receive a higher weight than `&imp_event=video_progress&video_progress=1.00`. The `&imp_event=completed_view` should be used for all impressions on video ad units that were viewed to completion in order to receive the highest weighting.

Impression Parameters:

Every impression integration requires either a device_id or a combination of device_ua & ip_address for attribution to occur.



While impression tracking is not required, it is recommended that both clicks and impressions be tracked. Take care not to send impressions to the click endpoints, as excessively high numbers of clicks may trigger Kochava’s fraud algorithms.



Device IDs must not be hashed.

Device Identifier	Hash Method	Placeholder/Macro	Platform
<input type="checkbox"/> IDFA	None		iOS
<input type="checkbox"/> ADID	None		Android
<input type="checkbox"/> FIRE ADID	None		Amazon
<input type="checkbox"/> WAID	None		Windows
<input type="checkbox"/> RIDA	None		Roku
<input type="checkbox"/> OAID	None		Huawei
<input type="checkbox"/> VIDA	None		Vizio
<input type="checkbox"/> TIFA	None		Samsung
<input type="checkbox"/> IFAID	None		LGAds
<input type="checkbox"/> ip_address	None		N/A
<input type="checkbox"/> device_ua	None		N/A

AppTrackingTransparency framework for iOS14

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The following two key/value pairs must be included on all iOS traffic that does not include an IDFA:

- AppTrackingTransparency Framework Value**
 ...&att=1&... for consent given and IDFA present
 ...&att=0&... for consent not given - any present IDFA will be dropped at ingestion
- Inventory Type/Location**
 ...&ad_platform=m_web&...
 ...&ad_platform=in_app&...

ATT Macros:

Parameter	Macro	Description	Required
att		User's ATT consent status.	yes
att_time		The time the user consented.	no
ad_platform		The inventory type, m_web or in_app.	yes

Kochava Parameter	Placeholder/Macro	Required/Optional	Description
site_id		For Certified Signal	Site ID
sub_site_id		For Ad Network	Sub Publisher/Site ID
creative_id		For Certified Signal	Creative ID
impression_id			Impression ID
exchange_id		For DSP, For Certified Signal	SSP or exchange bid won
partner_campaign_id		Required for SKAd Certification	The campaign ID in your system.
partner_campaign_name		Required for SKAd Certification	The campaign name in your system.



site_id is a value which signifies the App or Website in which an ad is served. For example, "1234" or "98759843754-asdfdsa". Cycling or Obfuscating Site IDs is not to your customer's.

Additional Impression Parameters:

Please indicate the placeholder/macro through which your system will populate the following parameters in either your impression requests.

Parameter	Required/Optional	Placeholder/Macro	Sample Value	Notes
<input type="checkbox"/> creative_type	Required by some advertisers		banner, interstitial, video, playable	Include only the values listed here. If you have a creative or ad type not listed here, please contact integrations.
<input type="checkbox"/> ad_type			Incent, non_incent	
<input type="checkbox"/> site_category	Required by some advertisers		game	IAB category for the app (financial, game, dating)
<input type="checkbox"/> creative_size			300x50	Description/indicator of the creative size
<input type="checkbox"/> device_os	Optional		Android	OS of the device
<input type="checkbox"/> device_os_version	Required (S2S)		4.4.2	OS version of the device
<input type="checkbox"/> device_vendor	Optional		HTC	Device brand (samsung, sony, apple)
<input type="checkbox"/> device_model	Required (S2S)		One	Device model
<input type="checkbox"/> device_carrier	Optional		Verizon	Device carrier
<input type="checkbox"/> device_connection	Optional		wifi	Wifi or Mobile network
<input type="checkbox"/> user_country	Optional		usa	Country in which user is located
<input type="checkbox"/> user_region	Optional		ca	State
<input type="checkbox"/> user_zip	Optional		94101	Zip of user
<input type="checkbox"/> user_dma	Optional		807	DMA of user
<input type="checkbox"/> user_area	Optional		415	Area code of the phone number
<input type="checkbox"/> user_lat	Optional		37.78	Latitude of user
<input type="checkbox"/> user_lon	Optional		122.42	Longitude of user
<input type="checkbox"/> demo_age	Optional		30-39	Age range of user

<input type="checkbox"/> demo_gender	Optional		male	Gender of user
<input type="checkbox"/> demo_ethnicity	Optional		white	Ethnicity of user
<input type="checkbox"/> demo_income	Optional		+75,000	Yearly income of user
<input type="checkbox"/> demo_education	Optional		college	Education of user
<input type="checkbox"/> user_status	Optional		married	Marital status of user
<input type="checkbox"/> language	Optional		en_US	The primary language the device is set to.
<input type="checkbox"/> volume	Optional		0	The volume level of the device when the ad was clicked.
<input type="checkbox"/> screen_brightness	Optional		0.7919	The screen brightness the device is set to when ad was clicked.
<input type="checkbox"/> battery_level	Optional		79	The battery level of the device when the ad was clicked.
<input type="checkbox"/> battery_status	Optional		Discharging	The battery status of the device when the ad was clicked.

Custom Impression Parameters:

In the event that you have custom parameters that can be leveraged to enhance the data/reporting specific to your network, please indicate and describe below.

Parameter	Placeholder/Macro	Platforms

Postbacks

Kochava can send a real time conversion postback to your endpoint. The following outlines standard parameters, as well as provides a table in which you can define your endpoint and postback parameters. If you do not see a parameter in the 'standard' list that you would like to receive please email integrations@kochava.com.

Can Claim Support:

In order to increase campaign optimization and better support our mutual customers' campaigns, Kochava has the ability to send notification of all installs and post install events. Attribution is designated by the inclusion of a 'can_claim' flag appended to the end of the postback URL, indicating whether the install is attributed to your network.

This IS NOT required for postbacks to function properly or campaigns to run successfully. By accepting all installs, you agree to respect attribution as delineated by the flag.

can_claim=1 indicates an install that is attributed to the recipient network

can_claim=0 indicates an install that is organic or attributed to another network.

Standard Postback Parameters:

Kochava's standard postback includes the following datapoints.

Datapoint Description	
Click ID	VIDA
Event Name	RIDA
Device IP Address	WAID
IDFA (iOS-specific)	OAID
Timestamp	Fire ADID
ADID	IFAID
Creative ID	User Agent
Site ID	Partner Campaign ID
Impression ID	Partner Campaign Name

Postback Metadata:

Postbacks can be sent via multiple methods and formats. Please indicate your preferences below as well as the platform, (iOS, Android, etc.) base URL endpoint at which you are prepared to receive a postback feed, and the response your system sends on successful receipt.

Install Postback:

Platform	GET/POST	JSON/URL	can_claim (Y/N)	Endpoint	Success Response

Standard Parameter Mapping:

Parameter Name	Populate From
e.g., click_id	e.g., click ID from click request

Event Postback:

Platform	GET/POST	JSON/URL	can_claim (Y/N)	Endpoint	Success Response


Placeholder/Macro
click_id
event_name
revenue
device_ip
ios_idfa
timestamp
adid
creative_id
site_id
tracking_partner
Impression_id

Event Parameter Mapping:

Parameter Name	Populate From
e.g., click_id	e.g., click ID from click request

Traffic Verification/Fraud Blocklist Parameters:

Parameter	Required/Optional	Placeholder/Macro	Sample Value	Notes
<input type="checkbox"/> traffic_validated	Optional		success failure disabled blank	Flag that describes whether or not the click met traffic verification rules.
<input type="checkbox"/> invalid_traffic	Optional		109310161	References the click ID that was flagged as invalid per the rules set by marketer.
<input type="checkbox"/> traffic_rule	Optional		os_version_in	Describes the category of rule that caused the click to be flagged as invalid.
<input type="checkbox"/> traffic_value	Optional		5.0	Describes the value received on the click that did not meet configured traffic verifier rules.



Postback success response is used for troubleshooting purposes. Responses other than the above-defined “Success” do not automatically trigger reposting of data. Event postbacks attempts are configurable by the advertiser from a single attempt up to 10 attempts if a response other than “200” or “300” is received.