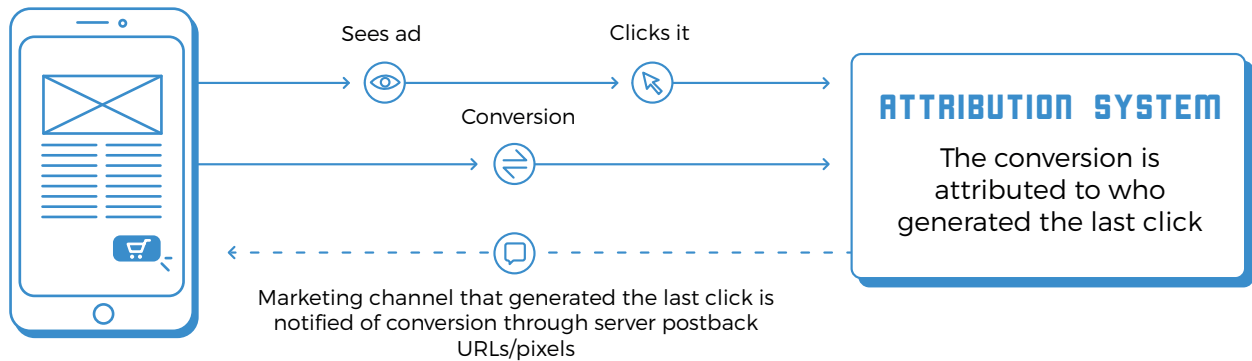


INTRODUCING...

MOBILE ATTRIBUTION

IN THE MOBILE WORLD, ATTRIBUTION REFERS TO THE LINK BETWEEN USER ENGAGEMENT WITH AN ADVERTISER'S APP OR MOBILE WEBSITE AND THE ADVERTISING CAMPAIGN THAT GENERATED SUCH ENGAGEMENT



MK ACTIVITY APP



MK ACTIVITY WEB



WORKING WITH...

MEDIASMART

1 A 3RD PARTY TOOL THROUGH MEDIASMART

Attribution is performed by the third party



who places a call (postback) to mediasmart server whenever a conversion has been attributed to mediasmart.

Attribution is on a last click basis.

2 A SERVER-TO-SERVER CONNECTION

Attribution is performed by the client itself, whose server places a call (postback) to mediasmart's server whenever a conversion has to be counted.

Attribution method is up to the client.

3 USING MEDIASMART

Attribution is performed by mediasmart via a pixel located in the landing page or via the tracking SDK installed in the advertisers' iPhone or Android app.

Attribution methods: Mediasmart supports both post-click attribution and post-view attribution.

#MEDIASMART

THE TRACKING

HOW IS A CONVERSION EVENT LINKED TO A CLICK?



IDENTIFIER MATCHING

The attribution is as accurate as can be when the attribution system can identify a unique user identifier when the conversion is generated, and can find that same user identifier in the click.



FINGERPRINTING

This mobile tracking method pulls basic user information like an IP address, the user model and operating system from mobile device headers to connect the dots between conversions and the clicks.



ATTENTION

When matching identifiers, cookies are only available on Android and via browsers (on mobile web) and Native identifiers (IDFA and GAID) are only present in applications.

Fingerprinting can be tricky in mobile networks: thousands of users can share the same IP address at a given point in time, and IP addresses can change within the hour.

Make sure to use **attribution systems that take the idiosyncrasies of mobile into account**: do not rely on cookies and manage fingerprinting with care.

THE DANGERS OF LAST CLICK ATTRIBUTION

WHY A "CLICK" IS, STILL, NOT 100% ACCURATE?

CLICK IS URL BASED



For most third-party attribution platforms, a click means a click on the URL, and they know nothing about the creative the URL is embedded upon.

ASYNCHRONOUS CLICKS



With server-to-server integration, some ad networks are able to let the attribution platforms know when they got the click, instead of the attribution platform determining it.

ATTENTION



Click URL based clicks give fraudsters options to stuff attribution platforms with clicks from everywhere.

The door is open to fraudsters sending millions of false clicks through these server-to-server integrations to be able to win the 'last click'.

Attribution fraud is not only terrible for advertisers, who will often pay fraudulent marketing channels for organic conversions, but for the whole industry, as it drives unrealistic expectations for achievable KPIs and prevents non-fraudulent marketing channels from thriving.

As an advertiser, you need to **watch out for these practices and make sure you perfectly understand the behavior of your organic new users.**