




Mobile Measurement Partner (MMP)


assessment checklist for games




Core Function

 **Cross-device/channel attribution** across mobile, PC, gaming console, CTV, and OOH


 **Attribution for all major SRNs** (self-reporting networks) including Facebook, Google, and TikTok


 **Advanced SKAdNetwork (SKAN) conversion value mapping**, including revenue event funnels and frequencies

 **Advanced measurement solutions for iOS 14+, including:**

- Retroactive updates for post-install ATT consent
- Aggregated conversion modeling
- Advanced privacy settings

 **Ability to set and regulate attribution windows** at the global, campaign, integration, and link levels

 **Multi-touch attribution modeling**, with the ability to score, weight, and model a multi-channel, multi-platform measurement approach that integrates with third parties


 **Data clean rooms** for safe and compliant data sharing and analysis

 **Ad spend aggregation**, enabling you to aggregate and analyze spend data from multiple media partners in near-real time


 **Ad revenue attribution**, showing which media source drove revenue through ads or purchases

 **Uninstall measurement**

 **CTV advertising attribution**, showing you the impact of connected TV ads and QR codes

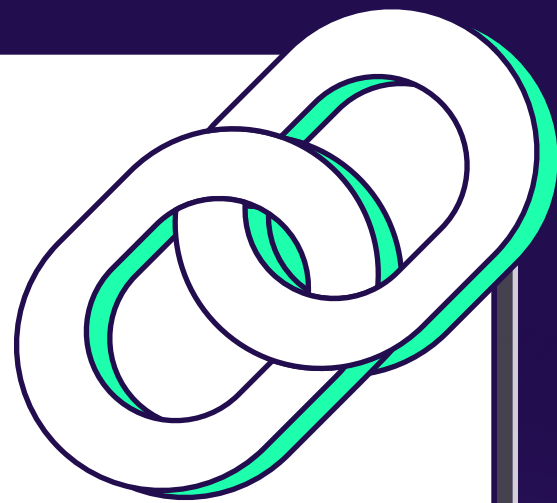
 **Advanced creative analytics capabilities** to manage assets across multiple channels

 **Audience segmentation based on first-party data**, providing detailed insights to help you better reach your ideal users

 **Robust fraud detection solutions** to combat real-time install fraud, post-install fraud, and in-app event fraud

Deep linking

- **Deep linking capabilities** that take users to a specific location in your app or the app store depending on a user's OS if an app isn't installed, with advanced customization options
- **Deferred deep linking capabilities** that are easy to implement
- **Ability to create personalized and smooth experiences** across email, SMS, mobile web, ad networks, social media, and offline channels to drive installs, revenue, retention, and LTV.

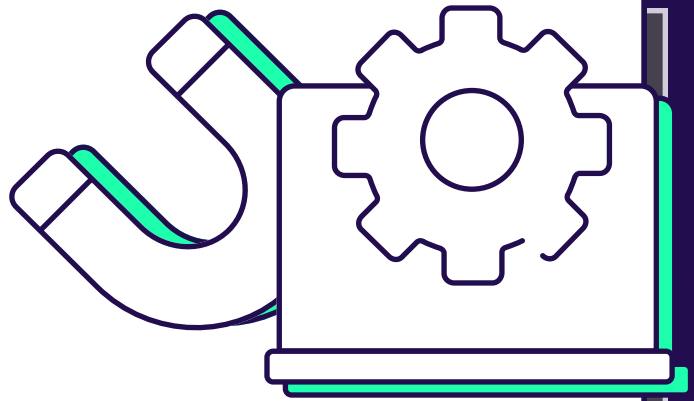


Reporting & data visualization

- **Easy-to-use dashboard and clear data visualization** to support campaign management
- **Cohort and retention analysis**, enabling you to map user cohorts, analyze aggregate-level data, and create reports
- **Ability to download raw data and report** on any attribution parameters (clicks, impressions, installs, and so on) or custom events
- **Data visualization in a user-friendly dashboard**, covering at least 90 days of data and providing a wide variety of segmentation options



Integrations & APIs



- SKAdNetwork integrations across all relevant media partners**, with a dedicated SKAN dashboard (bonus points for the ability to unify all SKAN and non-SKAN attribution)
- Postbacks** – including impressions, views, clicks, installs, and more – with integration to an API
- Integration with your customer data platforms (CDPs)** and data management providers
- Integration with the majority of ad networks**, with a dedicated, customizable dashboard for campaign management and compliance
- Integration with your email service providers (ESPs)**, including deep linking solutions
- Server-side and client-side API implementation** options and support

- Compatibility with other standalone libraries** on iOS, Android and JS
- Integration with key third-party platforms**, including affiliate marketing tools, with publishers, cloud storage, BI systems etc
- Automated personalization for customers**, using in-house models and third-party connectors to apply machine learning








Privacy & security

- Full compliance** with GDPR, CCPA, and data privacy regulations
- Compliance with the highest security standards**





Maintenance & management

-  **Role-based permissions** and security controls
-  **Comprehensive and user-friendly debugging controls** for links and attribution campaigns
-  **Integrated audit log** showing all interactions from the API or dashboard
-  **Workflow management** to help you manage and modify rules, ad network connections, and more
-  **Ongoing support and training** to help your organization get the most from the platform
-  **Strong relationships with top-tier agencies** that can help create campaigns, links, and ad units
-  **Influence on the product roadmap** based on customer needs

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At AppsFlyer, we offer all of this and more to empower gaming apps to acquire, retain, and engage high-value players while increasing ROI.

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