

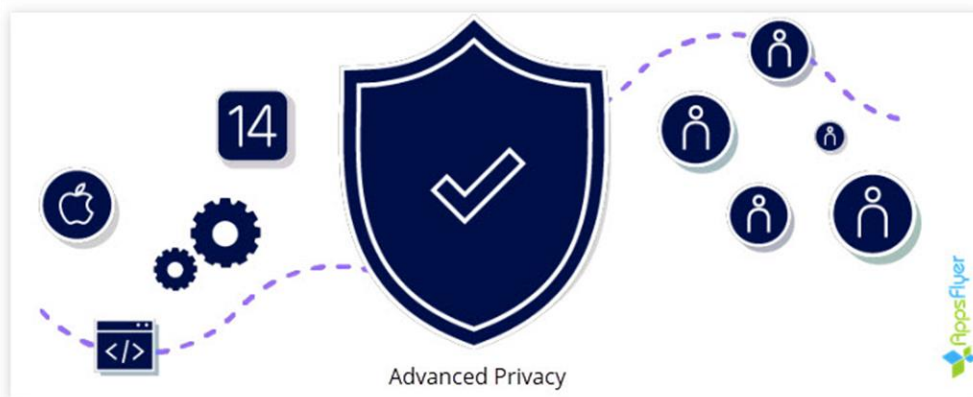
Validations Best Practice for App Tracking – ATT (App Tracking Transparency) & Appsflyer

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For advertisers that choose to enable Appsflyer's Advanced Privacy Postbacks, it is important that validations fair practice is taken into consideration.



Appsflyer's Advanced Privacy Postback

Appsflyer (a third party MMP [Mobile Measurement Partner] who track in-app activity for some advertisers and provide Awin with relevant post backs) have a privacy-centric solution to Apple's ATT; 'Advanced Privacy Postbacks'. If an advertiser chooses to use this solution, it means that when a user opts-out of being tracked on any iOS14.5+ device, tracking will persist but in an anonymous way.

The Result:

Advanced Privacy Postbacks differ from a standard postback we usually receive for an in-app event as it will not include any user level data and so, consequently, advertisers will be missing the Order ID. Awin will, of course, be able to attribute these sales to the right publisher but advertisers will not be able to validate based on Order ID.

Appsflyer's Privacy Postback's would incorporate the following: [event-name_random-str](#) (i.e.: [opened first account_10797860-ef88-4ce1-9e72-7031b](#)), instead of a regular Order ID and so this validations for this postback type need to be considered..

Awin's Stance:

It is up to the advertiser whether they have this privacy-centric solution switched on and it is our recommendation that any advertiser that chooses to track in this way validates all privacy postbacks, rather than declines all. As a Network we need to do our best to ensure that all affiliate transactions are tracked correctly and, subsequently, that all valid sales are commissioned. The affiliate industry is based on trust between advertisers and publishers - not rewarding publishers for the sales that they are driving jeopardises publisher relationships. It is our job to avoid this from happening.

It is worth mentioning that as per the advertisers' contract, they may only decline*:

- *Transactions which the Advertisers can evidence to the Company's reasonable satisfaction were cancelled in accordance with applicable statutory consumer rights of cancellation or terms of business.*
- *Transactions and Leads which the Advertiser can evidence to the Company's reasonable satisfaction were:*
 - a. *Generated in breach of any terms and conditions, or other requirements, applied by the Advertiser to the promotion of the Advertiser or any Products; or*
 - b. *The result of a fraud committed by a Participating Publisher*

**Awin's Advertiser Standard Contract (Clause 5.5)*

Best Practice:

If approving all is not feasible, Awin **does not** encourage declining all.

An alternative solution is to consider the average decline rate for app transactions on the programme and apply this percentage to the privacy postbacks, thus declining a fairer and more justified amount of the transactions.

There are multiple reasons that an advertiser should **not** decline all. Among the most important reasons are that publishers will simply stop promoting your app and, in even worse cases, the advertiser entirely. Advertisers should do what they can to encourage publishers to promote their app for the following reasons:

- App transactions have (on average) a higher Average Order Value and a better Conversion Rate (%)
- App customers are more loyal, and LTV is higher
- Publisher diversification (social and content publishers are among the top beneficiaries for app performance)
- Better customer journey

For advertisers to take advantage of the aforementioned benefits, it is important that they reward their publishers accordingly. Failure to do so could lead to ruptures in publisher relationships.