

Introduction and Purpose

Kochava is an integrated platform allowing advertisers to improve the management of user acquisition, optimization, and analysis in order to better understand and engage with the resulting users, and to increase brand equity and distribution.

The purpose of this document is to provide the key parameters to a successful integration and certification with Kochava.

Getting Started

There are 4 primary steps to the integration and certification process with Kochava. These include the following and are defined below.

- Define device ID placeholders/macros
- Define click parameter placeholder/macros
- Define postback metadata
- Define postback endpoint.

General Information

Name your integration will appear under within Kochava UI:

Link where a logo for use can be downloaded:

Please list the initial advertisers that you will working with:



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.

Clicks

Standard Device Parameters:

Please indicate below which device identifiers you can pass and the placeholder/macro through which your system will populate it.

Device Identifier	Hash Method	Placeholder/Macro	Platform
<input type="checkbox"/> IDFA	None		iOS
<input type="checkbox"/> ADID	None		Android
<input type="checkbox"/> IMEI	None		Android
<input type="checkbox"/> Android ID	None		Android
<input type="checkbox"/> WAID	None		Windows

Custom Device 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)

Standard Click Parameter:

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, as well as any additional custom parameters you are able to send. For example, if the macro for site_id is [[publisher_id]], then please provide that exact syntax in the table below. While not required by Kochava, passing a publisher_id is HIGHLY requested by many of our clients.

Parameter	Placeholder/Macro	Platform(s)	Kochava Parameter
<input type="checkbox"/> Device Version			device_ver
<input type="checkbox"/> Publisher ID			site_id
<input type="checkbox"/> Creative ID			creative_id
<input type="checkbox"/> Click ID			click_id

Custom Click Parameters:

Please complete all fields below for any custom parameters you are able to pass on the click.

Parameter	Placeholder/Macro	Platform(s)

Impressions

Source of Impressions:
Please define the source of impression data.

Source	Supported?	Device User Agent (UA)	IP Parameters
<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. If data is being delivered S2S (Server to Server) and you are not able to send the device_ua, however are able to send the device_os, device_os_version, device_vendor, and device_model, the device_ua parameter will remain optional. If data is being delivered S2S and you are not able to send the IP, however are able to send the user_country, user_region, user_zip, user_dma, and user_area, the IP parameter will remain optional.

Impression Type(s):
Please indicate the impression type(s) supported. If multiple types are supported, please indicate the parameter name and possible values in the Custom Parameters section below.

Type	Custom Parameters
<input type="checkbox"/> Impression Served	
<input type="checkbox"/> Completed View	
<input type="checkbox"/> Billable View	
<input type="checkbox"/> Video Start	
<input type="checkbox"/> Video Complete	
<input type="checkbox"/> Other (Describe)	

Impression Parameters:

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

Parameter	Preferred /Optional	Placeholder/Macro	Sample Value	Notes
<input type="checkbox"/> idfa	Preferred		1efe8c35-a2a9-49d3-a473-c908125d12f7	Unique id/value associate to the device which impression has been served
<input type="checkbox"/> adid				
<input type="checkbox"/> android_id				
<input type="checkbox"/> ip_address	Preferred, if no device_id		201.75.61.68	IP address of user when/where impression is served
<input type="checkbox"/> device_ua	Preferred, if no device_id		{Dalvik/1.6.0 (Linux; U; Android 4.4.2; HTC One Build/KOT49H)}	Full device user agent of device which the impression is being served

Additional Parameters:

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

Parameter	Required/Optional	Placeholder/Macro	Sample Value	Notes
<input type="checkbox"/> site_id	Required by some advertisers		13718206 70061760	Unique id/value that indicates the specific site in which the ad is being served
<input type="checkbox"/> site_category			game	IAB category for the app (financial, game, dating)
<input type="checkbox"/> ad_platform			in-app	Mobile web or in-app
<input type="checkbox"/> creative_id			awesome_version_1	Unique id/value that indicates the specific creative used
<input type="checkbox"/> creative_size			300x50	Description/indicator of the creative size
<input type="checkbox"/> impression_id			d2ed544 aa1bc942 e3	Unique id(s) that are specific to the user and the ad which was served
<input type="checkbox"/> device_id_type	Optional		adid	Text description of the device identifier type
<input type="checkbox"/> bid_type	Optional		cpi	Campaign type which generated the bid (CPC, CPA, CPI, CPM)
<input type="checkbox"/> bid_value	Optional		2.01	Value of bid
<input type="checkbox"/> bid_won	Optional		1.76	Value of winning bid
<input type="checkbox"/> device_os	Optional		Android	OS of the device
<input type="checkbox"/> device_os_version	Optional		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	Optional		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

Sample Impression Payload:

```
https://control.kochava.com/v1/cpi/imp?campaign_id=koconversionsdemo174ea19bc63928c44f99e2cb2c17&network_id=1628&device_ua={Dalvik/1.6.0 (Linux; U; Android 4.4.2; HTC One Build/KOT49H)}&device_id=1efe8c35-a2a9-49d3-a473-c908125d12f7&device_id_type=adid&ip_address=201.75.61.68&impression_id=d2ed544aa1bc942e3&bid_value=cpi&bid_won=1.75&site_id=1371820670061760&site_category=game&ad_platform=i n-app&creative_id=awesome_version_1&creative_size=300x50
```

Custom 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	Required/Optional	Placeholder/Macro	Sample Value	Notes

Postbacks

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.

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 URI 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

Parameter Mapping

Parameter Name	Populate From
e.g. click_id	e.g. &transaction_id=from click request

Event Postback

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

Parameter Mapping

Parameter Name	Populate From
e.g. click_id	e.g. &transaction_id=from click request

Standard Postback Parameters:

Kochava's standard postback includes the following parameters.

Installs	Placeholder/Macro
Kochava Click ID	click_id
Event Name	event_name
Device IP Address	device_ip
IDFA (iOS-specific)	ios_idfa
Timestamp	timestamp
Android ID	android_id
ADID	adid
Creative ID	creative_id
Site ID	site_id
Tracking Partner	tracking_partner
Events	Placeholder/Macro
Kochava Click ID	click_id
Event Name	event_name
Revenue	revenue
Device IP Address	device_ip
IDFA (iOS-specific)	ios_idfa
Timestamp	timestamp
Android ID	android_id
ADID	adid
Creative ID	creative_id
Site ID	site_id
Tracking Partner	tracking_partner

Sample Postbacks:
Install Postback

http://yourcompanyinstallendpoint.com?click_id=xxx&event_name=xxx&device_ip=xxx&ios_idfa=xxx×tamp=xxx&android_id=xxx&adid=xxx&creative_id=xxx&site_id=xxx&tracking_partner=xxx

Install Postback with can_claim

http://yourcompanyinstallendpoint.com?click_id=xxx&event_name=xxx&device_ip=xxx&ios_idfa=xxx×tamp=xxx&android_id=xxx&adid=xxx&creative_id=xxx&site_id=xxx&tracking_partner=xxx&can_claim=1

Event Postback

http://yourcompanyeventendpoint.com?click_id=xxx&event_name=xxx&revenue=xxx&device_ip=xxx&ios_idfa=xxx×tamp=xxx&android_id=xxx&adid=xxx&creative_id=xxx&site_id=xxx&tracking_partner=xxx

Event Postback with can_claim

http://yourcompanyeventendpoint.com?click_id=xxx&event_name=xxx&revenue=xxx&device_ip=xxx&ios_idfa=xxx×tamp=xxx&android_id=xxx&adid=xxx&creative_id=xxx&site_id=xxx&tracking_partner=xxx&can_claim=1



Install 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.