

# iAd App Attribution

## Overview

iAd's App Attribution enables developers to track and attribute app downloads that originate from iAd campaigns. With iAd's App Attribution, iOS developers have the ability to accurately measure the lifetime value of newly acquired users, and the effectiveness of their advertising campaigns.

## Key Benefits

- Easily measure effectiveness of your iAd app download campaigns by adding a few lines of code to your app.
- A simple response of "true" or "false" can be provided depending on whether the app installation was the result of a user engaging with your iAd campaign.
- Developers can enable their app for attribution at any time, in order to track app downloads from users running iOS 7.1 or greater, from iAd campaigns beginning in March 2014, or anytime thereafter.
- Developers will also get access to the date/time of the download for devices running iOS 8.0 or later.

## Requirements

- Available for iOS developers running app download campaigns on the iAd App Network beginning March 2014, in any [iAd-supported countries](#).
- In order to track attribution, the app must be enabled with the iAd App Attribution code.
- The attribution applies to users running iOS 7.1 or greater, who have tapped on an iAd campaign, and have downloaded the app within seven days.

## Implementation

To enable your app for attribution, follow these three steps:

1. Add the iAd framework to the Xcode project file for your app
2. Import the iAd headers in the file containing your attribution code.

```
#import <iAd/iAd.h>
```

3. Check for iAd attribution, and use the result in your campaign reporting.

```
// Check for iOS 8 attribution implementation
if ([[ADClient sharedClient] respondsToSelector:@selector(lookupAdConversionDetails:)]) {
    NSLog(@"iOS 8 call exists");

    [[ADClient sharedClient] lookupAdConversionDetails:^(NSDate *appPurchaseDate, NSDate *iAdImpressionDate) {
        // True if we were installed from an iAd campaign
        BOOL iAdOriginatedInstallation = (iAdImpressionDate != nil);
    }];
}

// Check for iOS 7.1 implementation
else if ([[ADClient sharedClient] respondsToSelector:@selector(determineAppInstallationAttributionWithCompletionHandler:)]) {
    NSLog(@"iOS 7.1 call exists");

    [[ADClient sharedClient] determineAppInstallationAttributionWithCompletionHandler:^(BOOL
appInstallationWasAttributedToiAd) {
        // True if we were installed from an iAd campaign
        BOOL iAdOriginatedInstallation = (appInstallationWasAttributedToiAd == YES);
    }];
}
```