

# How can Brands add Kofluence on Branch as their Ad Partners?

### Prerequisites

In order to enable Kofluence as your ad partner, you need to have completed the following:

- 1. Created a Branch Dashboard.
- 2. Enabled Universal Ads for your Branch account.
- 3. Implemented the Branch SDK into your mobile app (iOS | Android)

### **1. Granting Agency Access**

To grant an Ad Partner access to your App's data, you need to add them as an agency in your Branch account. Doing so gives said ad partner access to your app; based on the permissions you define.

- 1. Go to Account Settings and click on the Agencies tab.
- 2. On the Agencies tab, click the Add New Agency button
- 3. In the Add New Agency modal:
  - a. Select "Kofluence Tech Pvt Ltd" name from the drop-down.
  - b. Select the level of access.
    - i. Custom
      - **1.** Enable view and edit access for "Link level settings" "Channel level settings" and "Engagement builder"
      - 2. Enable view access for "App-level settings", "Aggregate Data" and "Mobile Discovery"
      - 3. Enable "Show agency-tagged data".





4. Your screen should look like the screenshot below.

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- c. Click "Invite"
- d. All Agency Admins on the agency account will receive the invitation email, and any of those Agency Admins can accept the invitation on behalf of their agency.

### 2. Enable Ad Partner

- 1. Visit the Ads page on the Branch dashboard.
- 2. Select Partner Management from the sidebar.
- 3. Search for your Ad Partner.
- 4. Select Ad Partner Name and hit Save & Enable.

Please refer to the screenshots below for graphical stepwise instructions.





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### **3. Enable Postbacks**

When a conversion/event attributed to an ad campaign occurs, Branch notifies the Kofluence of these events via postbacks which are turned on when you enable any Universal Ads integrated partner (Postback Config tab of the ad partner)

Basic postbacks will automatically be activated for events like INSTALL and PURCHASE when you enable your ad partner.







# Kofluence

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We need you to register the following events as postbacks:

- 1. Install
- 2. Registration
- 3. Acquisition
- 4. Revshare If it's a rev share campaign





# Kofluence

You can go to "Advanced Edits" and map the goal of the campaign to Kofluence events.

- After this step, the client should click on the 3 dots menu against each configured event and then set the goal value as follows:
  - Install: 1
  - registration: Registration
  - acquisition: Acquisition
  - revshare: Revshare
- For Rev Share type campaigns map the respective event to kofluence "Revshare" event.

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• While you configure your in app events please set the partner events as below ( Please note that this step is very important for effective tracking and payouts)

Description of the Event	Your Event ( Sample)	Kofluence Event Name (Mapped to partner event)
Any event that corresponds to a user registration ex : user	user_signup	Registration





sign up or user registration or user onboarding		
Any event that corresponds to user acquisitions ex : FTD , First Purchase , First Transaction , Add to cart etc,.	first_inapp_purchase	Acquisition

After the completion, the postback screen should like the following screenshot:



## 4. Attribution Windows

You may change the attribution period settings. However, this step is optional. If you do not change the attribution period settings, your default high-level attribution settings will apply to Kofluence as well.





Please ensure that you save the changes made before moving forward.

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### 5. Share the Link with Kofluence!

Click on the "Create Kofluence Pvt. Ltd. link" and follow the indicated steps to generate the attribution URL.

• < >	0	<b>≙</b> d	lashboard.branch.io		
	Partner Management				Create ⑦ Sign Out
Branch Monster 🔹	Ads free trial: 14 days remaining.				
Summary	Ad Partners	Ad Partner Settings: Koflue	ence Pvt. Ltd.		Create Kofluence Pvt. Ltd. Link
Ads ~	Search Q.	ACCOUNT SETTINGS POSTBA	CK CONFIG LINK PARAM	TERS ATTRIBUTION WINDOWS POSTBACK TEST	NG
Analytics Partner Management	ENABLED	Use ad partner attribution	settings ①		
Links Fraud	Kofluence Pvt. Ltd.	ATTRIBUTION TYPE	WINDOW	DESCRIPTION	
SKAdNetwork	MORE AD PARTNERS	click to session start	90 🗘 days	Time between a click and an open or web session st	art.
Journeys Email	Add Custom Partner 🔶	click to install	30 🗘 days	Time between a click and an install or reinstall.	
Quick Links cross-channel analytics	19mobi	click to conversion event	90 🗘 days	Time between a click and a conversion event. Conve events (e.g. purchase, add to cart), all custom event content views).	rsion events include commerce s and all view events (e.g. pageviews,
Sources	1Plusads	impression to session start	1 avs	Time between an ad impression and an open or web	session start.
EXPORTS Data Feeds	3.14 Digital		- • •		
Daily Exports Custom Exports	33Across	impression to install	1 🗘 days	Time between an ad impression and an install or rei	nstall.
CONFIGURE	360 Ads	impression to conversion event	1 🗘 days	Time between an ad impression and a conversion ev commerce events (e.g. purchase, add to cart), all cu pageviews, content views).	rent. Conversion events include stom events and all view events (e.g.
Configuration Account Settings	3dot14 Programmatic				
Integration Status Test Devices	ЗДрор				Disable Save
TOOLS Recent Activity Liveview	3Point14 Digital				





**Voila!** You are now successfully integrated with Kofluence on the Branch. Once you share the attribution link with your kofluence SPOC you will be updated on the next steps

For additional information you can visit: <u>https://help.branch.io/using-branch/docs/universal-ad-partner-integration-guide</u>

