



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

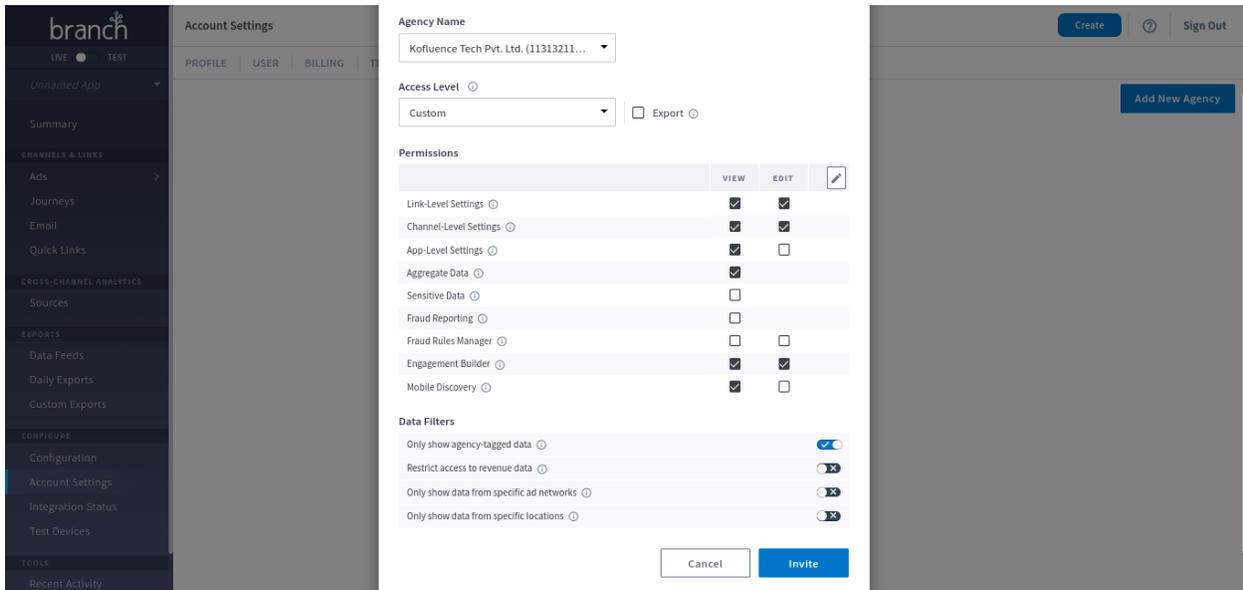
To grant an Ad Partner access to your App's data, you need to add them as an agency in your Branch account. Doing so gives said ad partner access to your app; based on the permissions you define.

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.



- 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.





The screenshot shows the Branch mobile app interface. The left sidebar menu has 'Ads' highlighted with a red box. The main content area is titled 'Summary' and includes a 'DATE RANGE' section with date pickers for '12/08' and '12/15', and a dropdown for 'Last 7 days'. Below this are tabs for 'ALL DATA', 'QUICK LINKS', and 'UNIVERS'. There are two data cards: 'CLICKS' with a value of '32' and 'INSTALLS' with a value of '-'. A 'Show' dropdown is set to 'installs' and a 'Compare by' dropdown is partially visible. An 'Add Filter' button with a plus icon is also present.

The screenshot shows the Branch mobile app 'Analytics' page. The left sidebar menu has 'Partner Management' highlighted with a red box. The main content area is titled 'Analytics' and has tabs for 'ACTIVITY' and 'COHORTS'. A notification banner at the top says 'Ads free trial: 14 days remaining.' Below this is a 'DATE RANGE' section with date pickers for '12/08' and '12/15', and a dropdown for 'Last 7 days'. There are also icons for share, bookmark, and refresh. The 'TRENDS' section has a 'Show' dropdown set to 'clicks' and 'PURCHASE', a 'Compare by' dropdown set to 'ad partner', a 'where' dropdown set to 'feature', and an 'and' dropdown set to 'last attributed touch type'. An 'Add Filter' button with a plus icon is also present. At the bottom, the number '40' is displayed.





branch
LIVE TEST
Branch Monster
Summary
CHANNELS & LINKS
Ads
Analytics
Partner Management
Links
Fraud
SKAdNetwork
Journeys
Email
Quick Links
CROSS-CHANNEL ANALYTICS
Sources
EXPORTS
Data Feeds
Daily Exports
Custom Exports
CONFIGURE
Configuration
Account Settings
Integration Status
Test Devices
TOOLS
Recent Activity
Liveview

Partner Management
Create Sign Out
Ads free trial: 14 days remaining.

Ad Partners
Kofluence Pvt. Ltd. SEARCH
ENABLED
MORE AD PARTNERS
Add Custom Partner
Kofluence Pvt. Ltd.

Ad Partner Settings: Kofluence Pvt. Ltd. Create Kofluence Pvt. Ltd. Link
ACCOUNT SETTINGS POSTBACK CONFIG LINK PARAMETERS ATTRIBUTION WINDOWS POSTBACK TESTING
Ad Account Information
This ad partner does not require any account credentials. Reset All Settings
Partner Identifier (\$3p Value): a_kofluence
Save & Enable

Enable this partner to get started

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.





The screenshot shows the 'Partner Management' section in the Branch dashboard. On the left, there's a sidebar with navigation options. The main area is titled 'Ad Partner Settings: Koflucence Pvt. Ltd.' and has several tabs: 'ACCOUNT SETTINGS', 'POSTBACK CONFIG', 'LINK PARAMETERS', 'ATTRIBUTION WINDOWS', and 'POSTBACK TESTING'. The 'POSTBACK CONFIG' tab is selected and highlighted with a red box. Below the tabs is a table of events with columns for 'ENABLE', 'ALL EVENTS', 'EVENT', and 'POSTBACK URL'. The events listed are INSTALL, PURCHASE, CLICK, and COMPLETE_REGISTRATION. At the bottom of the table, there is a red box around the 'Add New Postback' button.

This screenshot shows the same interface as the first one, but with a modal dialog box open. The dialog is titled 'Add New Postback' and has a close button (X) in the top right corner. Inside the dialog, there is a 'Select an event:' label followed by a dropdown menu. The dropdown menu is open, showing three options: 'purch', 'INITIATE_PURCHASE', and 'PURCHASE'. The 'purch' option is currently selected. The background interface is dimmed.

We need you to register the following events as postbacks:

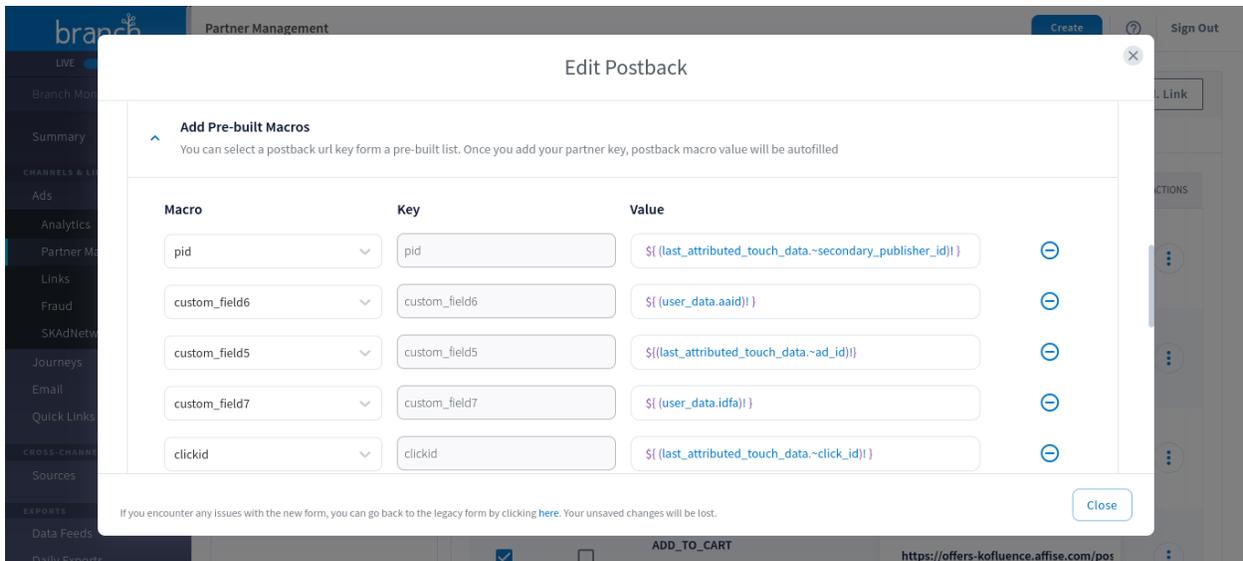
1. Install
2. Registration
3. Acquisition
4. Revshare - If it's a rev share campaign





You can go to “Advanced Edits” and map the goal of the campaign to Koflucence 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 koflucence “Revshare” event.



- 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)

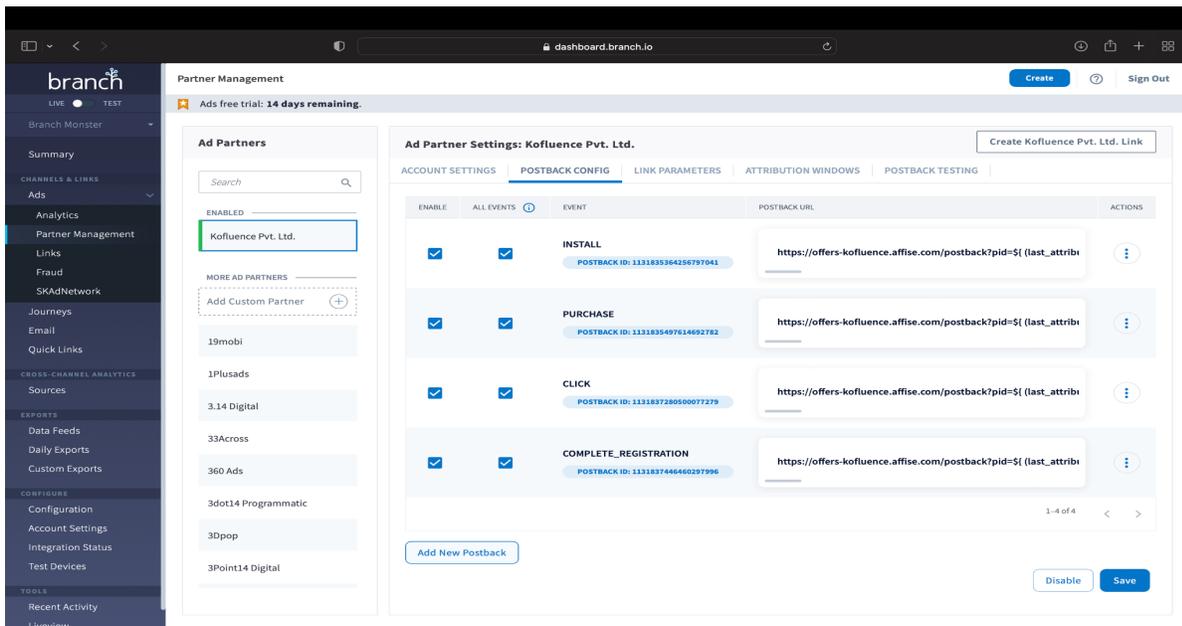
Description of the Event	Your Event (Sample)	Koflucence Event Name (Mapped to partner event)
Any event that corresponds to a user registration ex : user	user_signup	Registration





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.

Partner Management

Ads free trial: 14 days remaining.

Ad Partners

Search

ENABLED

Koflence Pvt. Ltd.

MORE AD PARTNERS

Add Custom Partner

19mobi

1Plusads

3.14 Digital

33Across

360 Ads

3dot14 Programmatic

3Dpop

3Point14 Digital

Ad Partner Settings: Koflence Pvt. Ltd.

ACCOUNT SETTINGS | POSTBACK CONFIG | LINK PARAMETERS | **ATTRIBUTION WINDOWS** | POSTBACK TESTING

Create Koflence Pvt. Ltd. Link

Use ad partner attribution settings

ATTRIBUTION TYPE	WINDOW	DESCRIPTION
click to session start	90 days	Time between a click and an open or web session start.
click to install	30 days	Time between a click and an install or reinstall.
click to conversion event	90 days	Time between a click and a conversion event. Conversion events include commerce events (e.g. purchase, add to cart), all custom events and all view events (e.g. pageviews, content views).
impression to session start	1 days	Time between an ad impression and an open or web session start.
impression to install	1 days	Time between an ad impression and an install or reinstall.
impression to conversion event	1 days	Time between an ad impression and a conversion event. Conversion events include commerce events (e.g. purchase, add to cart), all custom events and all view events (e.g. pageviews, content views).

Disable Save

5. Share the Link with Koflence!

Click on the “Create Koflence Pvt. Ltd. link” and follow the indicated steps to generate the attribution URL.

Partner Management

Ads free trial: 14 days remaining.

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ENABLED

Koflence Pvt. Ltd.

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Disable Save





Kofluence

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:

<https://help.branch.io/using-branch/docs/universal-ad-partner-integration-guide>

