



How can Brands add Koflucence on Singular as their Ad Partner?

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Before Singular can track installs and events for an ad network, you need to set up that network as a partner in the **Attribution > Partner Configuration** page. This is where you set up real-time postbacks (also known as callbacks) to let Koflucence know about installs and other events.

Find the Partner

- In the Singular web app, go to **Attribution > Partner Configuration**, type “**Koflucence**” in the Search Partners text box and select it from the list.

Select an App

- In the Configuration window that opens, select the App for which you want to configure partner settings/postbacks, and then select the App Site (platform version). You configure partners separately per app site(platform).

Set Up Conversion Postbacks

- The App-Specific Configuration section lets you choose which conversion postbacks (callbacks) you want to send to the partner about this app. Note that Singular always sends postbacks about installs(by default).
 - If the campaign is a RevShare type campaign then map the respective event to the “Revshare” koflucence event.
- Send Postbacks to Network on All Installs(Optional): Check this box to have Singular send postbacks on any app installs for this app regardless of whether they are attributed to this partner or not.





Kofluence

- **Postback URL:** Enter the URL where the partner wants Singular to send the postback. If you don't have the URL, contact the partner. These should have been preloaded in the respective fields.

Set Up Fraud Postbacks

- If the option is supported for the partner, you will also see a checkbox to Enable fraud postbacks.

Set Up Event Postbacks

- If you are sending postbacks about conversions to a partner, you can choose whether to also send them postbacks about in-app events

Under Send in-app events to <partner>, you have the following options:

- **Off:** Don't send any postbacks to the partner about in-app events.
- **All:** Send this partner postbacks about all events that users trigger in your app, whether the events are attributed to this partner or not.
- **Only if the install was attributed to <partner>:** Send event postbacks when the respective install was attributed to this partner

Field	Meaning
In-app (SDK) event name	The name of the event as it is sent from your app through the Singular SDK integration.
Event Name	The event name or ID as recognized by the partner (the partner would usually have a list of events that it can recognize).
Lookback	Set a lookback window to limit the event postbacks to a specified time frame, e.g., 5 days after the install. If the event occurs





after the specified number of days has passed, no postback will be sent.

Lookback window options:

- Touchpoint
: Time frame starts from the ad click/view to which the install was attributed.
- Install: Time frame starts from the install.
- None: No time limit on event postbacks.

Days

The length of the lookback window in days.

Include Revenue Value

For in-app purchases and other revenue events, check this box to include the revenue amount in the postback.

Share the Attribution link generated

- Once all the above steps are completed an attribution link will be generated which you can share with Koflence

Voila! You are now successfully integrated with Koflence on the Singular. Once you share the attribution link with your koflence SPOC you will be updated on the next steps

To understand more about Singular and the configuration on Singular, kindly refer:

<https://support.singular.net/hc/en-us/articles/360053018851-How-to-Configure-Partner-Settings-and-Postbacks>

