

How does AdShift integration work?

What we do together, step by step, and when you'll see your first data

WHAT IS AN MMP?

A **Mobile Measurement Platform** is the central hub for all your mobile campaign data. We connect data from every ad channel in one place — so you always know which campaign is working and where your users come from.

We track **installs, clicks and in-app events** and attribute them to their exact source — the foundation for optimizing your ad spend.

CONTACT & SUPPORT

Shared Slack channel

Main communication hub. We respond within 4h during business hours.

SDK Documentation

Integration guides and changelog at dev.adshift.com

Onboarding call

~45 min remote session once data is stable

If we're working on anything that may affect your dashboard — **we'll let you know in advance** on Slack. No need to worry about temporary data anomalies.

INTEGRATION STEPS

- 1 Kickoff** Day 1
 We send you platform access and SDK documentation. We open a shared Slack channel and align on the integration plan, including who handles the technical side on your end.
- 2 SDK Integration** Week 1-2
 You integrate the SDK into your app (Android and/or iOS). We assist with CMP configuration and ATT permissions. We verify the first test events before any live traffic is enabled.
- 3 Validation & Rollout** Week 2-3
 Gradual traffic ramp-up: 5% → 20% → 50% → 100%. We verify attribution accuracy on both sides and handle any technical questions along the way.
- 4 Go-Live + Platform Onboarding** Week 3+
 100% of traffic switched to AdShift. We schedule a walkthrough call (~45 min) to go through the dashboards together and discuss how to read and act on your data.

WHEN WILL YOU SEE DATA?

First events visible in the dashboard	within a few hours of SDK start
Complete device profile	from the 2nd session
Android attribution (Install Referrer)	within 24 hours
SKAN data — iOS (aggregated by Apple)	24–72 hours
Full data stabilization	approx. 2 weeks

Why is iOS data delayed?

Apple requires campaign data (SKAdNetwork) to be aggregated and anonymized on their side before it's shared. This is a privacy requirement independent of AdShift — Adjust, AppsFlyer and Singular work the same way. Android data is deterministic and available almost immediately.

WHAT'S NORMAL DURING INTEGRATION?

• Data spikes

During traffic ramp-up and configuration work you may see temporary anomalies in the dashboards. We always notify you in advance on Slack.

• No data from 1st session (iOS)

The SDK builds the device profile on first launch — full data appears from the second session onward. This is standard behavior for every MMP.

• Only organic at the start

Initially you'll mostly see organic installs. Non-organic attribution appears once your ad network partners are fully configured.