

[https://docs.tenjin.com/docs/ios-sdk#skadnetwork and conversion value](https://docs.tenjin.com/docs/ios-sdk#skadnetwork%20and%20conversion%20value)
[https://docs.tenjin.com/docs/ios-sdk#Custom event implementation steps](https://docs.tenjin.com/docs/ios-sdk#Custom%20event%20implementation%20steps)

Assuming there are 3 custom events which should be mapped to CV.

- **start_trial**
- **level_10_completed**
- **bonus_level_unlocked**

Each custom event corresponds to each of the first 3 bits in conversion value.

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- **On first app open**
// Conversion value settings
[TenjinSDK updatePostbackConversionValue: 0];
- **start_trial -> FB event name: fb_mobile_level_achieved**
// Conversion value settings
[TenjinSDK updatePostbackConversionValue: 1];
// If the **level_10_completed** is fired in the past
[TenjinSDK updatePostbackConversionValue: 3];
// If **bonus_level_unlocked** is fired in the past
[TenjinSDK updatePostbackConversionValue: 5];
// both **level_10_completed** and **bonus_level_unlocked** are fired in the past
[TenjinSDK updatePostbackConversionValue: 7];

// Custom event settings
[TenjinSDK sendEventWithName:@"start_trial"];
- **level_10_completed -> FB event name: fb_mobile_content_view**
// Conversion value settings
[TenjinSDK updatePostbackConversionValue: 2];
// If **start_trial** is fired in the past
[TenjinSDK updatePostbackConversionValue: 3];
// If **bonus_level_unlocked** is fired in the past
[TenjinSDK updatePostbackConversionValue: 6];
// both **start_trial** and **bonus_level_unlocked** fired in the past
[TenjinSDK updatePostbackConversionValue: 7];

// Custom event settings
[TenjinSDK sendEventWithName:@"level_10_completed"];

- **bonus_level_unlocked** -> FB event name: fb_mobile_achievement_unlocked

// Conversion value settings

[TenjinSDK updatePostbackConversionValue: 4];

// If **start_trial** is fired in the past

[TenjinSDK updatePostbackConversionValue: 5];

// If **level_10_completed** is fired in the past

[TenjinSDK updatePostbackConversionValue: 6];

// If both **level_10_completed** and **start_trial** are fired in the past

[TenjinSDK updatePostbackConversionValue: 7];

// Custom event settings

[TenjinSDK sendEventWithName:@"bonus_level_unlocked"];