1、Overview

In order to satisfy the monitoring needs of BIGO ads advertisers on advertising performance, help advertisers collect, track and analyze conversion performance of the whole advertising process.

This document is going to introduce:

1) How does BIGO ads send the display / click data of advertisements to advertisers tracking platform

2) How can advertisers post back the conversion data to BIGO ads

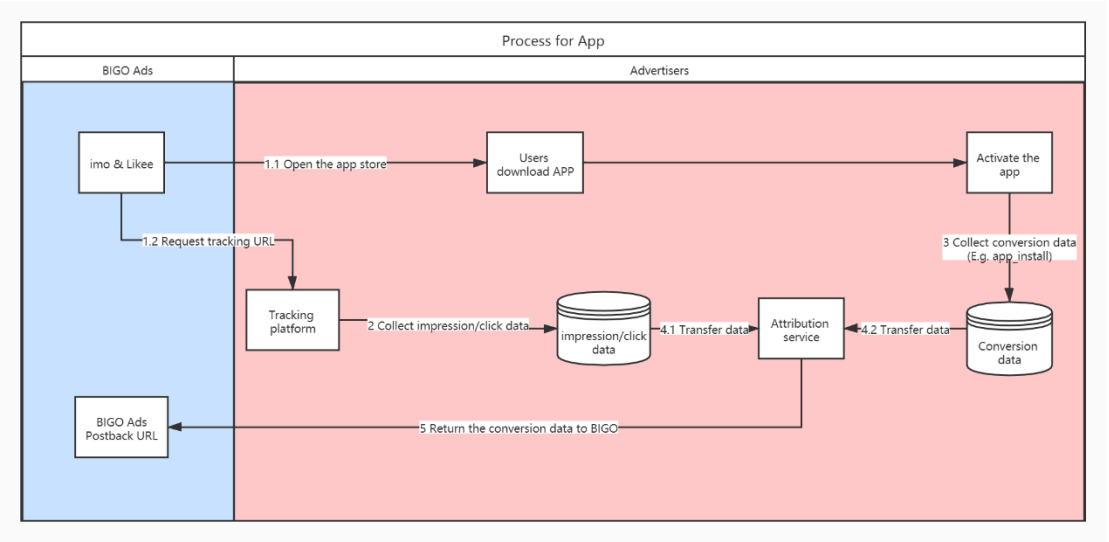
This document applies to Android and IOS.

2、The process description

A common process includes the following steps:

1. When an ad was displayed and clicked, IMO or Likee will open the store address and at the same time trigger the display/click tracking link (Tracking URL) of advertisers tracking platform to notify advertisers of the user's display/click ad behavior.
2. Advertisers collect and record display/click data from users.
3. When users activate the application and generate subsequent behaviors (e.g. registration, payment), advertisers will record down as users' conversion data.
4. The attribution service of advertisers' tracking platform analyzes the association between the user and BIGO Ads through the click data and conversion data collected in step 2 and 3.
5. Advertisers call the Postback URL provided by BIGO to post back the user conversion behavior to BIGO Ads.

Ad Click: refers to users' clicks on the ads only. Click behaviors after entering the landing page are not considered as ad click.



Once the advertiser and BIGO Ads have completed the backhaul data alignment, ad click and conversion data can be transferred between two parties. Data transferring includes:

1. When an ad is clicked, BIGO Ads sends a click event notification to the advertiser, and the advertiser post back this conversion data to the BIGO Ads interface after analyzing the user activation and attributing the source of the click to BIGO Ads.
2. Advertiser post back all conversion information to BIGO Ads interface when track user conversion behavior, and BIGO Ads will help advertiser to complete the analysis of advertising conversion performance.

3、Macros supported by BIGO Ads

Corresponding to **step 1.2** in the flowchart above, when sending display/click data, if the following macros appear in the tracking url filled by the advertiser, BIGO Ads will replace it with the corresponding data and send it back to the advertiser.

Advertising information:

Macro	Description	Is it Mandatory?
__SID__	Ad request ID, it can be considered as a click ID, corresponding to __SID__ of the macro parameter above	Y
__APPID__	Unique identification of the promoted product	Y

__ACCOUNT_ID__	Ad account ID	
__CAMPAIGN_ID__	Ad campaign ID	
__CAMPAIGN_NAME__	Ad series name	
__AD_GROUP_ID__	Ad group ID	
__GROUP_NAME__	Ad Group Name	
__AD_ID__	Ad ID	
__AD_NAME__	Ad Name	
__AD_EXT__	Extension attributes	Y

Device information:

Macro	Description	Is it Mandatory?
__IDFA__	Ad unique identification of IOS system	Y
__GAID__	Ad unique identification of Android system	Y
__IP__	IP	
__OS__	Operating system type：iOS/Android	
__DEVICE_MAKE__	Device name	
__DEVICE_MODEL__	Device brand	

4、Postback URL and parameter requirements of BIGO Ads

Corresponding to step 5 in the flowchart above, advertisers need to send the data back to BIGO Ads in the following format.

Request Option 1: HTTP + POST + application/json

BIGO Ads Postback url ： https://attr.img-static.tech/attribution/apply

Request method：POST

Content-Type: application/json

Sample: Sample 1 in the Appendix

Request Option 2: HTTP + GET + parameters implemented at the end of the URL

BIGO Ads Postback url ：https://attr.img-static.tech/attribution/apply/v2

Request method：GET

Sample: Sample 2 in the Appendix

Interface Parameters:

Parameters	**Type**	**D**	Is it Mandatory?
appKey	String	Fixed value, used as channel identification, please contact BIGO Ads to get it	Y
sid	String	Ad request ID, which can be regarded as click ID, corresponds to __SID__ of the macro parameter above	Y
appId	String	Promoted app ID, corresponding to __APPID__ of the macro parameter above	Y
mappedIae	String	The name of the user conversion behavior, please return the fixed Value as below When mappedIae=ad_watch/purchase, we recommend that you also return the corresponding event value, with the corresponding field being monetary, so that we can perform ROAS statistics and ad optimization for you.	Y
ad_ext	String	Extension attributes，corresponding to__AD_EXT__ of the macro parameter above	Y
attributed_bigo	String	When attributed_bigo = 1, we consider the conversion to be attributed to BIGO. If attributed_bigo = 0 , it is considered attributed to other channels. You can use this field in the full data return to provide more data to BIGO for better optimization.	Y
idfa	String	Ad unique ID for iOS system, idfa and gaid cannot be empty at the same time	
gaid	String	Ad unique identification for Android system	
is-reengage	Integer	Used to distinguish new install and retarget install, 1 refers to retarget install	
countryCode	String	User activation country code，ISO-3611 Alpha-2 code	
monetary	String	Event value in USD Return the corresponding event value when mappedIae=ad_watch or mappedIae=purchase.	
currency	String	Event value reported by SDK using event_revenue_currency or currency selected by you, like INR, RUB, SAR, etc.	
origMonetary	String	The event revenue currency code reported in the event or the currency selected by you	
install_time	long	The timestamps of occurrence of the install-event (second)	
event_time	long	The timestamps of occurrence of the event (second)	

Return Parameters: json

Parameters	**Type**	**Description**
status	int	0 means success, others mean fail
msg	String	Error message

data	String	Not available yet, can be ignored

Supported events are listed below, please return one or more events according to your actual business needs.

Value	Event Name
app_install	Installation
view_content	View Details
achieve_level	Reach Level
launch_app	Open the app
login	Sign in
subscribe	Subscribe
checkout	Initiate Checkout
purchase	Paid successfully
spend_credits	Spend Points
add_to_cart	Add to Cart
add_to_wishlist	Add to Wish List
unlock_achievement	Unlock Achievements
start_trial	Start Trial
rate	Rate
pre_credit_granting	Apply for a loan
credit_granting	Grant Credit
search	Search
add_payment_info	Add Payment Information
complete_tutorial	Complete the tutorial study
registration	Register
d2_retention	Morrow retention
loan_issued	Release funds
contact	Contact
schedule	Make an Appointment
ad_watch	ad view

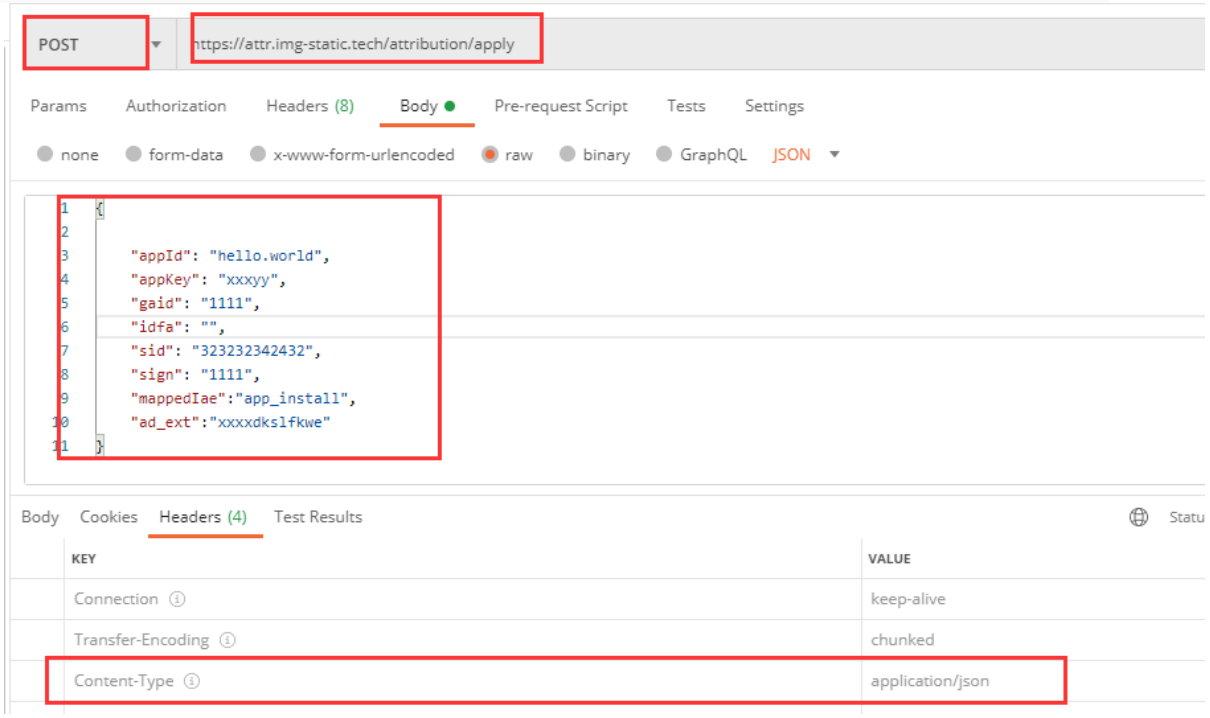
Appendix

Sample 1: for request option 1

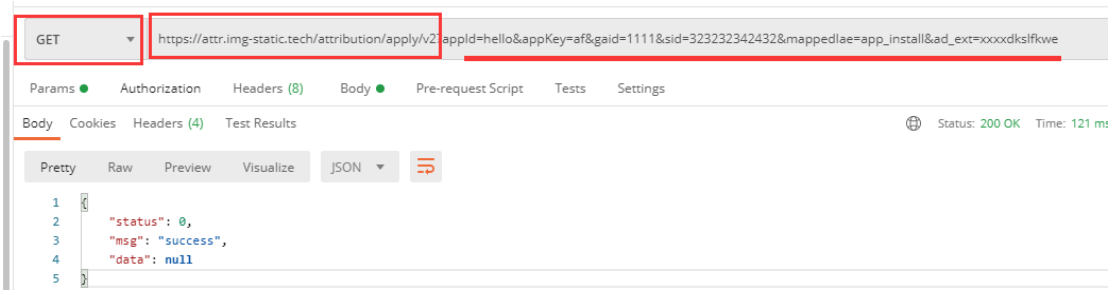
HTTP + POST+ application/json


```
{
  "appId": "hello.world",
  "appKey": "xxxyy",
  "gaid": "1111",
  "idfa": "",
  "sid": "323232342432",
  "sign": "1111",
```

```
  "mappedIae":"app_install",
  "ad_ext":"xxxxdkslfkwe"
}
```

Sample 2: for request option 2

HTTP + GET + parameters implemented at the end of the URL

https://attr.img-static.tech/attribution/apply/v2?appId=hello&appKey=af&gaid=1111&sid=323232342432&mappedIae=app_install&ad_ext=xxxxdkslfkwe