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Get to Know

AdAttributionKit



WWDC24



Apple's New Privacy-Safe Attribution Platform

The replacement for SKAN & PCM has been foreshadowed since early '24

AdAttributionKit began replacing references to SKAdNetwork (SKAN) and Private Click Measurement (PCM) throughout Apple.com starting in Feb '24

Apple Developer User Privacy and Data Use Page (developer.apple.com/app-store/user-privacy-and-data-use)

Dec '23

Attributing app installations

Advertisers can use SKAdNetwork and Private Click Measurement — Apple's privacy-preserving, industry-leading technologies — to attribute in-app ad campaigns and web ads on mobile, while maintaining user privacy.



Feb '24

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Advertisers can use AdAttributionKit — Apple's privacy-preserving, industry-leading technology — to attribute in-app ad campaigns and web ads on mobile, while maintaining user privacy.

Intro section of Apple Developer Ad Attribution Page (developer.apple.com/app-store/ad-attribution)

Dec '23

Attributing ads with SKAdNetwork and Private Click Measurement

SKAdNetwork and Private Click Measurement let advertisers attribute their advertising across multiple sources — all while maintaining user privacy. SKAdNetwork 4.0 includes enhanced attribution information and support for web-to-app based campaigns, allowing advertisers to better optimize their efforts across more sources.



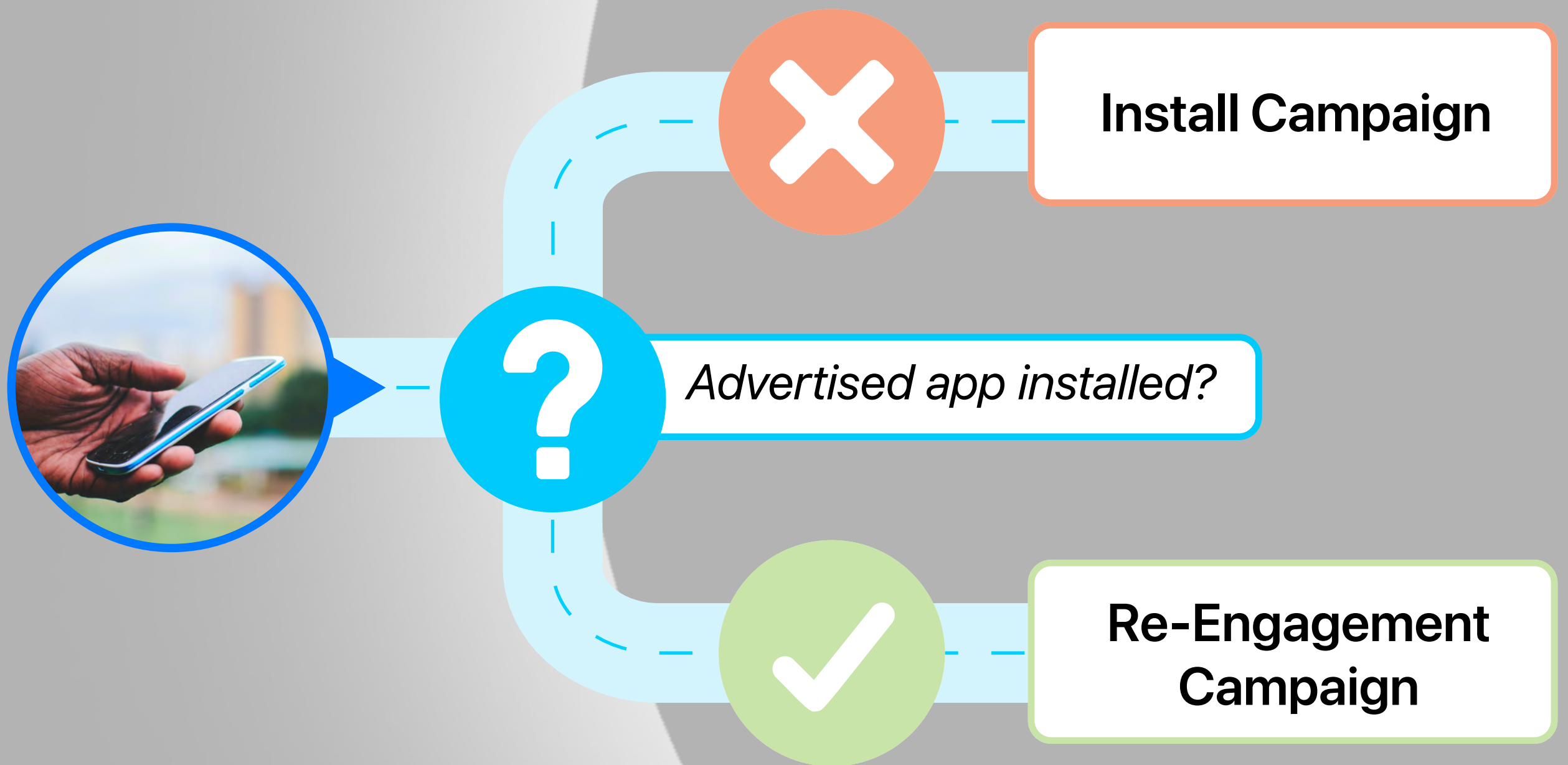
Feb '24

Measuring ad performance with AdAttributionKit

AdAttributionKit lets advertisers measure the success of their advertising across multiple channels — all in a way that preserves user privacy. AdAttributionKit features enhanced attribution information and supports measurements for app-to-app-based campaigns, so advertisers can better optimize their efforts across more channels.



Support for Attributing Re-Engagement Conversions



More Meaningful Consideration for How Users Interact with In-App Ads



Both Click and View Interaction Types Considered for All Ad Formats When Assigning Attribution Credit in UA Campaigns



Custom Ads



Static



Interactive



Video

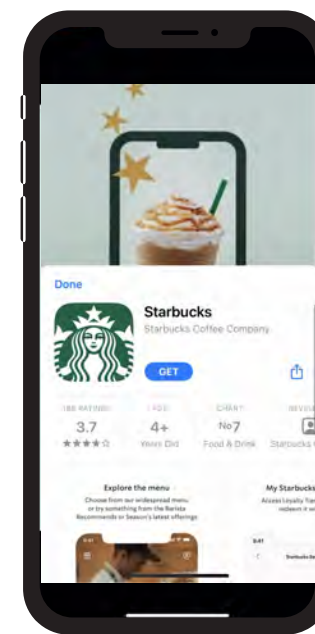


Audio

StoreKit Ad Renders



SKOverlay



SKStore



Interoperability with SKAdNetwork and New Postback Parameters

Core mechanics of SKAdNetwork 4.0 stay consistent in AdAttributionKit, and Apple considers eligible impressions from both frameworks when assigning attribution credit.

Some new and updated postback fields to be aware of

Updated Postback Parameters	
SKAdNetwork 4.0	AdAttributionKit
Ad Network ID	Ad Network Identifier
Transaction ID	Postback Identifier
Target App ID	Advertised Item Identifier
Redownload	Conversion Type
Source App ID	Publisher Item Identifier
Fidelity Type	Ad Interaction Type
New in AdAttributionKit	
Impression Type	Marketplace Identifier

AdAttributionKit



Faster, Easier Testing

New Developer Mode for AdAttributionKit in iOS 18 shortens or removes timing mechanics so postbacks come more rapidly



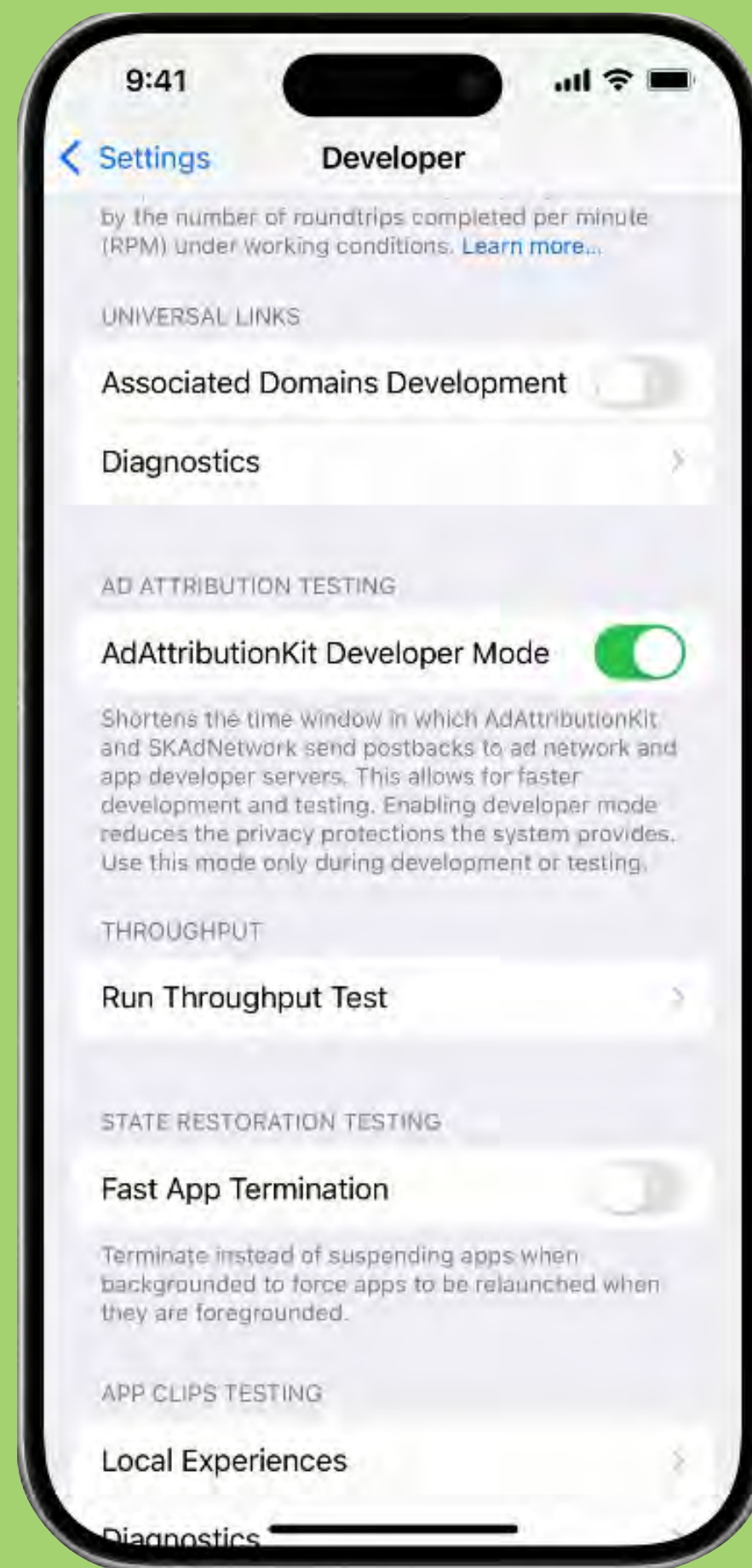
**Removes
Random
Delay**



**Shortens
Conversion
Windows**



**Delivers
Postbacks
Rapidly**





How App Marketers can Prepare for AdAttributionKit

- 1 Start or accelerate your SKAdNetwork 4.0 plans**
AdAttributionKit improves upon same core functionality
- 2 Deploy a comprehensive iOS measurement strategy**
that includes SKAN plus MMP attribution models and other tools
- 3 Lean on expertise of your MMP, media partners & agencies to:**
 - **Demystify complexity** of AdAttributionKit and SKAdNetwork
 - **Advise on a healthy measurement strategy** that balances reporting insights with campaign optimization
 - **Fine-tune the right mix** of creative, ad formats and channels
- 4 Explore AI and machine-learning powered solutions** for overcoming loss of campaign attribution and optimization signals

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Unlock iOS App Growth
in the Modern Mobile Era



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