

SKAdNetwork Support for iOS 14.5 for DSPs

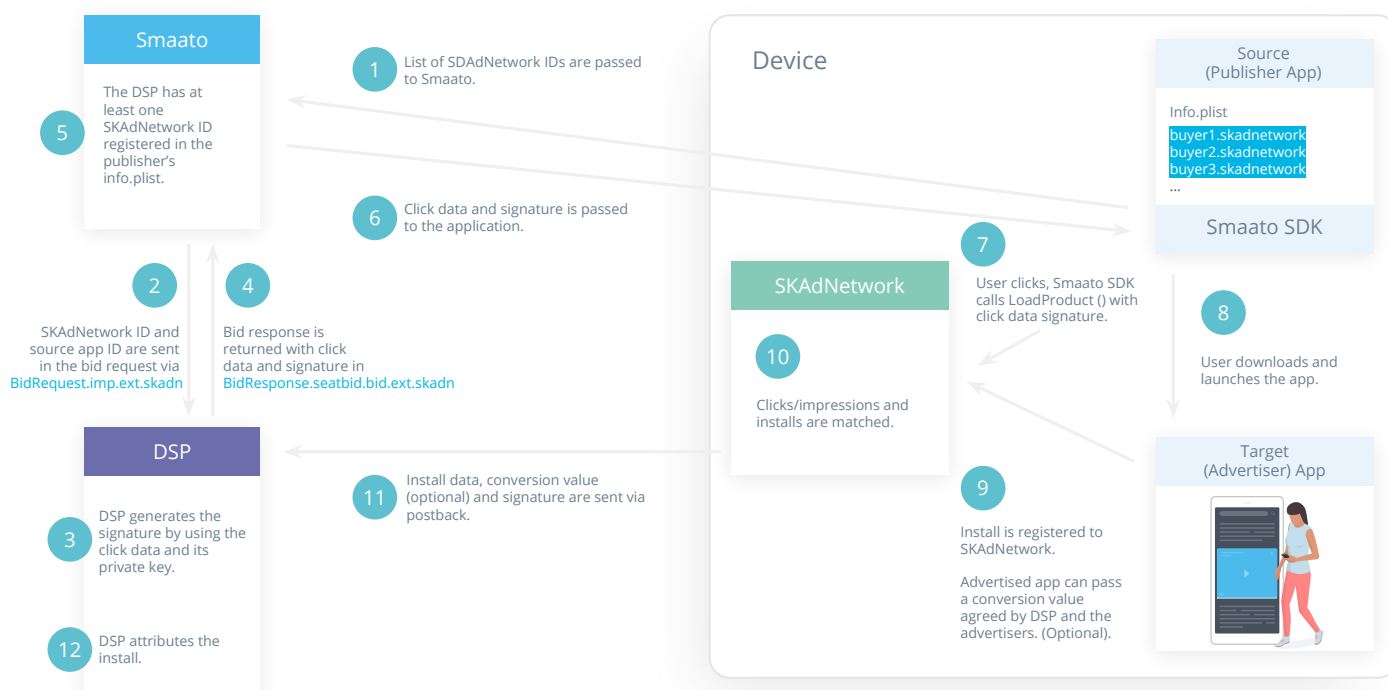
With iOS 14.5, DSPs must start utilizing Apple's privacy conscious SKAdNetwork framework for install and conversion tracking on iOS 14.5 devices. Smaato offers support for SKAdNetwork attribution into its SDK along with necessary bid request/response signals. Smaato currently supports SKAdNetwork 2.0, 2.1, and 2.2.

What should DSPs do to enable SKAdNetwork attribution with Smaato?

- DSPs should register as an Ad Network to Apple's SKAdNetwork API. [Click here to register.](#)
- Supply your public key to Apple and set your postback urls.
- Provide your SKAdNetwork ID to your Smaato Account Manager.
- Smaato will add your SKAdNetwork ID(s) to the publishers' info.plist and confirm.
- DSPs should be able to ingest the list of SKAdNetwork ID(s), version and source bundle ID information in BidRequest.imp.ext.skadn object of the bid request.
- If the DSP is responding with a SKAdNetwork enabled campaign, it should respond with SKAdNetwork ID and all relevant fields in the bid response.
- Advertiser app should be registering its new users to SkAdNetwork via `registerAppForAdNetworkAttribution()`
- DSPs should have an install tracking service to handle install data and signature from the SKAdNetwork postback.



SKAdNetwork Attribution Workflow



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Bid Request

Object: BidRequest.imp.ext.skadn

This object will be populated if all conditions below are met:

- The DSP has at least one SKAdNetwork ID registered in the publisher's info.plist
- The user's device is operating on iOS14 or above.
- The Application is integrated with Smaato via a SKAdNetwork supported version.
- The DSP is on Smaato's OpenRTB 2.4 and above spec.

Attribute	Description	Type	Example
version	Version of SKAdNetwork supported. Always "2.0". Dependent on both the OS version and the SDK version. Used for SKAdNetwork version 2.0. Note: With the release of SKAdNetwork 2.1, this field is deprecated in favor of the BidRequest.imp.ext.skadn.versions to support an array of version numbers.	string	"version": "2.0"
sourceapp	ID of publisher app in Apple's App Store. Should match `BidRequest.app.bundle`	string	"sourceapp": "880047117"
skadnetids	A subset of SKAdNetworkItem entries in the publisher app's info. plist that are relevant to the DSP.	array	"skadnetids": ["DTIcJx1A9i.skadnetwork", "8sRFag4vVC.skadnetwork"]
versions	Version of SKAdnetwork Supported. Always "2.0" or higher. Dependent on both the OS version and the SDK version. Used for SKAdNetwork version 2.1 and above.	array	"versions": ["2.0", "2.1", "2.1"]

Example v2.0	Example v2.1	Example v2.2
<pre>{ "imp": [{ "ext": { "skadn": { "version": "2.0", "sourceapp": "880047117", "skadnetids": ["DTIcJx1A9i.skadnetwork", "8sRFag4vVC.skadnetwork"] } } }] }</pre>	<pre>{ "imp": [{ "ext": { "skadn": { "versions": ["2.0", "2.1"], "sourceapp": "880047117", "skadnetids": ["DTIcJx1A9i.skadnetwork", "8sRFag4vVC.skadnetwork"] } } }] }</pre>	<pre>{ "imp": [{ "ext": { "skadn": { "versions": ["2.0", "2.1", "2.1"], "sourceapp": "880047117", "skadnetids": ["DTIcJx1A9i.skadnetwork", "8sRFag4vVC.skadnetwork"] } } }] }</pre>

Bid Response

Object: BidRequest.imp.ext.skadn

For bid requests with SKAdnetwork extension object, the DSP can return a bid response which includes the following fields to enable SKAdNetwork install and conversion attribution. Smaato will validate SKAdNetwork ID, bundle ID fields in the response, and call loadProduct() with appropriate values.

Attribute	Description	Type	Example
version	Version of SKAdNetwork desired. Must be 2.0 or above.	string	"version": "2.0"
network	Ad network identifier used in signature. Should match one of the items in the skadnetids array in the request.	string	"network": "DTIcJx1A9i."
campaign	Campaign ID compatible with Apple's spec. As of 2.0, should be an integer between 1 and 100, expressed as a string.	string	"campaign": "45"
itunesitem	ID of advertiser's app in Apple's app store. Should match `BidResponse.bid.bundle`	string	"itunesitem": "642831690"
nonce	An id unique to each ad response. Note: For SKAdNetwork v2.2, this field has been moved to BidResponse.seatbid.bid.ext.skadn.fidelities.nonce to support multiple fidelity-types.	string	"nonce": "-473b1a16-b4ef-43ad-9591-fc-f3aefa82a7"
sourceapp	ID of publisher's app in Apple's app store. Should match `BidRequest.imp.ext.skad.sourceapp`	string	"sourceapp": "1207472156"
timestamp	Unix time in millis string used at the time of signature. Note: For SKAdNetwork v2.2, this field has been moved to BidResponse.seatbid.bid.ext.skadn.fidelities.timestamp to support multiple fidelity-types.	string	"timestamp": "1594406341"
signature	SKAdNetwork signature as specified by Apple. Note: For SKAdNetwork v2.2, this field has been moved to BidResponse.seatbid.bid.ext.skadn.fidelities.signature to support multiple fidelity-types.	string	"signature": "MEQCIEQImZRNfYzK..."
fidelities	Supports multiple fidelity types introduced in SKAdNetwork v2.2	object array	"fidelities": [{ "fidelity": 0, "signature": "MEQCIEQImZRNfYzK...", "nonce": "473b1a16...", "timestamp": "1594406341" }]

Object: BidResponse.seatbid.bid.ext.skadn.fidelities

Instead of multiple fidelity types (e.g., fidelity, nonce, timestamp, and signature), these fields are merged into a single array of objects, called "fidelity."

Attribute	Description	Type	Example
fidelity	The fidelity-type of the attribution to track	integer	"fidelity": 0
nonce	An id unique to each ad response. Refer to Apple's documentation for the proper UUID format requirements	string	"nonce": "473b1a16-b4ef-43ad-9591-fc-f3aefa82a7"
timestamp	Unix time in millis string used at the time of signature	string	"timestamp": "1594406341"
signature	SKAdNetwork signature as specified by Apple	string	"signature": "MEQCIEQImZRNfYzK..."

Example v2.0	Example v2.1	Example v2.2
<pre>{ "seatbid": [{ "bid": [{ "ext": { "skadn": { "version": "2.0", "network": "DTIcJx1A9i.skadnetwork", "campaign": "45", "itunesitem": "880047117", "nonce": "473b1a16-b4ef-43ad-9591-fcf3aefa82a7", "sourceapp": "123456789", "timestamp": "1594406341", "signature": "MEQCIEQImZRNfyzKBSE8QnhLTIHZZZWCfgZpRqRxHss65KoFAiAjlKjdrWdkLUOCCjuEx2RmFS7daRzSVZRVZ8RyMyUXg==" } } }] }] }</pre>	<pre>{ "seatbid": [{ "bid": [{ "ext": { "skadn": { "version": "2.1", "network": "DTIcJx1A9i.skadnetwork", "campaign": "45", "itunesitem": "880047117", "nonce": "473b1a16-b4ef-43ad-9591-fcf3aefa82a7", "sourceapp": "123456789", "timestamp": "1594406341", "signature": "MEQCIEQImZRNfyzKBSE8QnhLTIHZZZWCfgZpRqRxHss65KoFAiAjlKjdrWdkLUOCCjuEx2RmFS7daRzSVZRVZ8RyMyUXg==" } } }] }] }</pre>	<pre>{ "seatbid": [{ "bid": [{ "ext": { "skadn": { "version": "2.2", "network": "DTIcJx1A9i.skadnetwork", "campaign": "45", "itunesitem": "880047117", "nonce": "473b1a16-b4ef-43ad-9591-fcf3aefa82a7", "sourceapp": "123456789", "timestamp": "1594406341", "signature": "MEQCIEQImZRNfyzKBSE8QnhLTIHZZZWCfgZpRqRxHss65KoFAiAjlKjdrWdkLUOCCjuEx2RmFS7daRzSVZRVZ8RyMyUXg==" } } }] }] }</pre>

Changes in Device Object

If the user does not give permission through the AppTrackingTransparency framework for targeting, IDFA field will not be passed. Smaato will offer IDFV and an exchange based device identifier. These two identifiers can be used for fraud prevention and frequency capping, not for targeted advertising or advertising measurement purposes.

Attribute	Description	Type	Example
BidRequest.device.ifa	IDFA will only be passed if the user gives the permission through the AppTrackingTransparency framework.	string	"ifa":"F52329FE-DAB6-11EA-87D0-0242AC130003"
BidRequest.device.ext.idfv	An alphanumeric string that uniquely identifies a device to the publisher.	string	"idfv":"A9F6BDD8-3343-4E6D-A283-F98986880335"
BidRequest.user.id	Exchange defined user identifier which will be consistent up to 24 hours within the same application.	string	"id":"F4EE2B2D-1B0E-4BA9-8471-28E9ED8FB95C"

Learn more at www.smaato.com.

Smaato's digital ad tech platform is the only omnichannel ad server and monetization solution with controls to make monetization simple. Publishers can bring their first-party data and manage all inventory in one place. Marketers get access to the highest-quality inventory so they can reach audiences around the world and on any device. Headquartered in San Francisco, Smaato is part of Verve Group, a Media and Games Invest (MGI) company, with additional offices in Hamburg, New York, Beijing, and Singapore. Learn more at www.smaato.com.