



AppsFlyer iOS 14 Preparation Checklist

General iOS 14 preparation			
Task	Documentation	Likely Owner	Why?
Update to the latest AppsFlyer iOS SDK (V6+)	AppsFlyer iOS SDK V6+ Integration Guide AppsFlyer iOS SDK V6+ Integration Guide	iOS Engineer	AppsFlyer releases a new iOS SDK every 2-3 weeks, expanding our support for new Apple updates as they are released. iOS SDK v.6+ is designed to support iOS 14 and the incoming updates from Apple.
Determine App Tracking Transparency (ATT) strategy		Product + Marketing	Apple's new privacy requirements around iOS 14.5 require advertisers to display the ATT prompt if they wish to collect IDFAs for measurement purposes. The ATT prompt asks users to opt-in to IDFA collection. If the user accepts the prompt both on the source app (where the ad was displayed) and the target app (where the ad led to), only then will the advertiser be able to attribute the user based on IDFA. Advertisers can choose not to display the ATT prompt and forego deterministic IDFA attribution.
1. Strategize on if and when to display ATT dialogue based of app user flows.	Apple - App Tracking Transparency	Product + Marketing	
2. Implement ATT dialogue	Configuring App Tracking Transparency (ATT) support	iOS Engineer	
3. Update the AppsFlyer iOS SDK to include a timer for ATT handling.	AppsFlyer SDK - Delaying SDK Initialization for ATT		
Configure your Advanced Privacy data sharing	Aggregated Advanced Privacy framework for advertisers	Marketing	As of iOS 14.5, AppsFlyer will be enabling Aggregated Advanced Privacy by default for all advertisers and partners. This means that user-level attribution data will only be available for ATT-consented users and owned media. It also means that partners will receive aggregate postbacks by default from AppsFlyer. **You can make changes to these settings as necessary, though we strongly recommend keeping Aggregated Advanced Privacy on.
Prepare for and resubmit app to the App Store	Preparing for the App Store review	iOS Engineer	Starting December 8 2020, Apple requires all new or updated apps submitted to the App Store provide additional privacy information.
Align with Apple's "nutrition labels" requirements	AppsFlyer App privacy details		

SKAdNetwork preparation			
Task	Documentation	Likely Owner	Why?
Review in-app event measurement via AppsFlyer SDK	AppsFlyer SDK Rich In App Events Apple SKAdNetwork - updateConversionValue	iOS Engineer	<p>AppsFlyer's SDK automatically pings SKAdNetwork (updateConversionValue) for in-app event conversion reporting. This functionality relies on correct setup and measurement of in-app events by AppsFlyer's SDK.</p> <p>**iOS Engineer does not need to handle calling SKAdNetwork.</p>
Enable server-to-server in-app event measurement	Report events by S2S API	Marketing	AppsFlyer supports server-to-server in-app event measurement for SKAdNetwork. In order to enable this, advertisers must toggle on the option in <i>Configuration > SKAdNetwork Settings</i> .
Configure SKAdNetwork conversion value mapping (2 options):		Marketing	The conversion value is a system for measuring and "grading" users of your app who originated from non-organic app downloads.
Configure your conversion value within the AppsFlyer dashboard	Configuring SKAdNetwork within AppsFlyer		Configure your conversion value in the intuitive UI, by selecting measurement KPIs to focus on: Revenue - Total revenue generated by the user. Conversion - Record the unique in-app events (1-6) the user performs. Engagement - The number of times (0-63) the user performs a specific in-app event.
or Upload your conversion value mapping directly to AppsFlyer	Custom conversion value decode for SKAdNetwork		AppsFlyer can decode and transform the conversion value set by your app into events. The events are used to populate the SKAdNetwork dashboard, raw data, and postbacks to partners.

SKAdNetwork preparation			
Task	Documentation	Likely Owner	Why?
Prepare your data feeds and APIs for SKAdNetwork data ingestion		Marketing	
SKAdNetwork performance reporting API	SKAdNetwork performance reporting API		
Data Locker	SKAdNetwork raw-data reports via Data Locker		AppsFlyer's solution for raw data supports SKAdNetwork's raw postback data as well as translated postback reports which have: installs, re-downloads and in-app event reports

Data feeds			
Task	Documentation	Likely Owner	Why?
Pull API / Push API / Data Locker Review if data pipelines rely on IDFA as key identifier or review use cases that rely on IDFA values being consistently populated		Marketing + Data Engineer	IDFA is likely to become close to obsolete due to the ATT prompt requirement. For this reason, we recommend shifting your data ingestion strategy to rely on other identifiers.
Pivot data pipeline key identifiers to IDFV, Customer User ID, or AppsFlyer ID.		Marketing + Data Engineer	
Determine new reporting process to include all data: Android, iOS opt-in users, SKAdNetwork conversions, any modeled conversions		Marketing + Data Engineer	Due to iOS 14, multiple new data points have been created. It's best to adopt all data streams.
Review user-level data ingestion processes and configure Advanced Privacy	Aggregated Advanced Privacy framework for advertisers	Marketing + Data Engineer	As of iOS 14.5, AppsFlyer will be limiting advertiser access to user-level attribution data, and it will only be available for ATT-consented users and owned media. All raw data reports and APIs will have a restricted media source for non-consented users. **You can make changes to these settings as necessary, though we strongly recommend keeping Advanced Privacy on.

Data feeds			
Task	Documentation	Likely Owner	Why?
Data Integrations Confirm if data integration previously relied on IDFA (ie. Mixpanel, Amplitude, Braze, Tableau, etc)		Marketing + Data Engineer	IDFA is likely to become close to obsolete due to the ATT prompt requirement. For this reason, we recommend shifting your IDFA-reliant data integrations with analytics partners to rely on other identifiers. <i>Please note that all traffic forwarded to analytics partners via AppsFlyer will only include postbacks for ATT-consented users.</i>
Reset/revise IDFA-reliant data integrations, as needed			

Partner integrations			
Task	Documentation	Likely Owner	Why?
Ad Networks			
Review with Install Ad Network Account Executives:			
SKAdNetwork support	SKAdNetwork Partner List with IDs	Marketing	Check if your media partners ready and compliant with Apple's SKAdNetwork solution
AppsFlyer SKAdNetwork Integration	SKAdNetwork Partner Integration Guide		How do partners integrate with AppsFlyer's SKAdNetwork solution, if they're not already set up?
Targeting/Reporting Impact	SKAdNetwork Dashboard		Can partners view their performance on SKAdNetwork?
Review with Retargeting Ad Network Account Executives:			
SKAdNetwork support Note: Reinstalls/Reattributions ONLY. Re-engagements (if the App is already installed) is not supported by SKAdNetwork.	SKAdNetwork Partner List with IDs	Marketing	Are your media partners ready and compliant with Apple's SKAd Network solution?
AppsFlyer SKAdNetwork Integration	SKAdNetwork Partner Integration Guide		How do partners integrate with AppsFlyer's SKAd Network solution?
Key Identifiers			
Targeting/Reporting Impact	SKAdNetwork Dashboard		Can partners view their performance on SKAd Network?

Partner integrations			
Task	Documentation	Likely Owner	Why?
Google			
<i>Google is expected to support SKAdNetwork attribution in the Google Ads API later in 2021.</i>	Google: Helping app developers prepare for Apple's iOS 14 ATT policy updates	Marketing	<p>Until Google supports SKAdNetwork, we recommend taking some steps to prepare for the impact of the iOS 14 changes on your Google campaigns:</p> <ul style="list-style-type: none"> • Prepare for a significant drop in volume if running UA/Ce campaigns • Prepare for a loss in volume due to no view-through attribution • Steer away from tROAS campaigns
Facebook			
Review your Facebook in-app event mappings			
Configure Facebook to import your conversion value mapping from AppsFlyer	Enable Facebook and AppsFlyer SKAdNetwork interoperability	Marketing	Working with an MMP like AppsFlyer significantly simplifies any processes needed to be done with Facebook.
Copy/paste your MMP connection URL from AppsFlyer into the Facebook Events Manager			This step is required in order to import your conversion value schema to Facebook from AppsFlyer.
Prepare your web campaigns	Facebook: Pixel Updates for Apple's iOS 14 Requirements		Copy/paste your MMP connection URL from AppsFlyer into the Facebook Events Manager

Partner integrations			
Task	Documentation	Likely Owner	Why?
Apple Search Ads			
Add AdServices Framework	Adding Native iOS Frameworks	iOS Engineer	The AdServices framework enables AppsFlyer to attribute users to Apple Search Ads campaigns that originate from the App Store. Attribution is available for all users, regardless of their App Tracking Transparency (ATT) permission state. This API is designed to fit the iOS 14 privacy changes and does not use IDFA.
Upgrade to the latest AppsFlyer SDK (v6.1.3 or higher) to support the new AdServices framework	Apple Search Ads integration—attribution changes—action required	iOS Engineer	
Snap			
Review your Snap in-app event mappings	Enable Snapchat and AppsFlyer SKAdNetwork interoperation	Marketing	
Follow the necessary steps to enable Snap MMP SKAdNetwork measurement	Snap: SKAdNetwork Set Up and Campaign Management		
You must have a Snap App ID configured with your iOS app to allow SKAdNetwork postbacks to be forwarded to AppsFlyer	Snap: Set up and manage your Snap App ID		

Partner integrations			
Task	Documentation	Likely Owner	Why?
Twitter			
Review your Twitter in-app event mappings	Validate in-app events mapping	Marketing	The AppsFlyer / Twitter SKAdNetwork integration is designed to be automatically enabled for iOS advertisers. No additional steps are needed to activate SKAdNetwork for Twitter campaigns
TikTok for Business			
Review TikTok iOS 14 Impact and guidelines + consider account/campaign consolidation for dedicated iOS 14 campaigns	TikTok: iOS 14 Impact and Guidelines	Marketing	
Review SKAdNetwork measurement settings in AppsFlyer + in-app event mappings for bytedanceglobal_int and provide these to your TikTok account manager			
Once fully launched, TikTok App ID will be available in the apps detail page of TikTok's Event Manager.			

Other Configurations			
Task	Documentation	Likely Owner	Why?
Audiences			
Review and configure "Audiences device identifier policy" (Coming Mid March 2021)	Audiences user identifier policy	Marketing	New account-level policy allows advertisers to define how they want to enforce the App Tracking Transparency (ATT) framework with regards to each user identifier, according to each user's consent status. <i>*IDFA identifier under iOS will now be the default identifier to be used as part of Audiences files only if the user's ATT status is authorized or not determined.</i>
Optional: configure additional identifiers for Audiences	Audiences SDK configuration		For using additional identifiers, review and accept the terms of service and verify that your SDK correctly sends hashed identifiers.
Define the identifier being used with each connected partner and each connected partner account	Audiences partner configuration		Define exactly which identifier you will use with each connected partner based on their support for different identifiers using the connections edit window under the connections tab within your Audiences dashboard. For existing connections, check the box for the individual identifiers you will pass to each partner. Verify that your SDK is configured to support additional identifiers and that your app is passing those additional identifiers to AppsFlyer correctly.
GDPR API			
Data subject request API - Update identifier supported for data subject requests	Implementing OpenGDPR API	Marketing	If you're utilizing AppsFlyer's OpenGDPR API for managing data subject requests, you will need to rely on identifiers other than IDFA for deletion requests.