SK360

Go beyond the limitations of SKAdNetwork
The industry’s most comprehensive suite of tools, designed to give you the accuracy and insights you need.

Configure everything in one place
Easily map your conversion value schema in one place. Maximize LTV measurement for post-install activity in our advanced self-serve dashboard, with the flexibility to measure multiple metrics simultaneously.

Analyze insights in stunning detail
Simulate and visualize your critical performance KPIs. Reported data is enriched with other data points such as impressions, clicks and cost to produce full funnel insights.

“Using cutting edge innovation for iOS 14, AppsFlyer has cut the noise between advertisers and ad networks.”

Barel Zimkind / Head of Marketing
Protect your iOS campaigns from ad fraud

Infrastructure weaknesses, data limitations and reporting loopholes leave you vulnerable to fraudster attacks. Protect360 protects your ad spend before, during and after installs providing full, bulletproof coverage.

Connect with an ecosystem

We have partnered with networks such Facebook, Google, Twitter, Snap, ironSource, and dozens of others. End-to-end cooperation ensures that postbacks, conversion value schemas and data are delivered to AppsFlyer and your chosen partners smoothly and easily.

Predict campaign performance early on

Leverage early signals of engagement (first 24-72h) to predict long-term campaign performance. Remove the measurement and timing barriers of SKAdNetwork to maintain and strengthen your competitive edge.

For more information, visit appsflyer.com