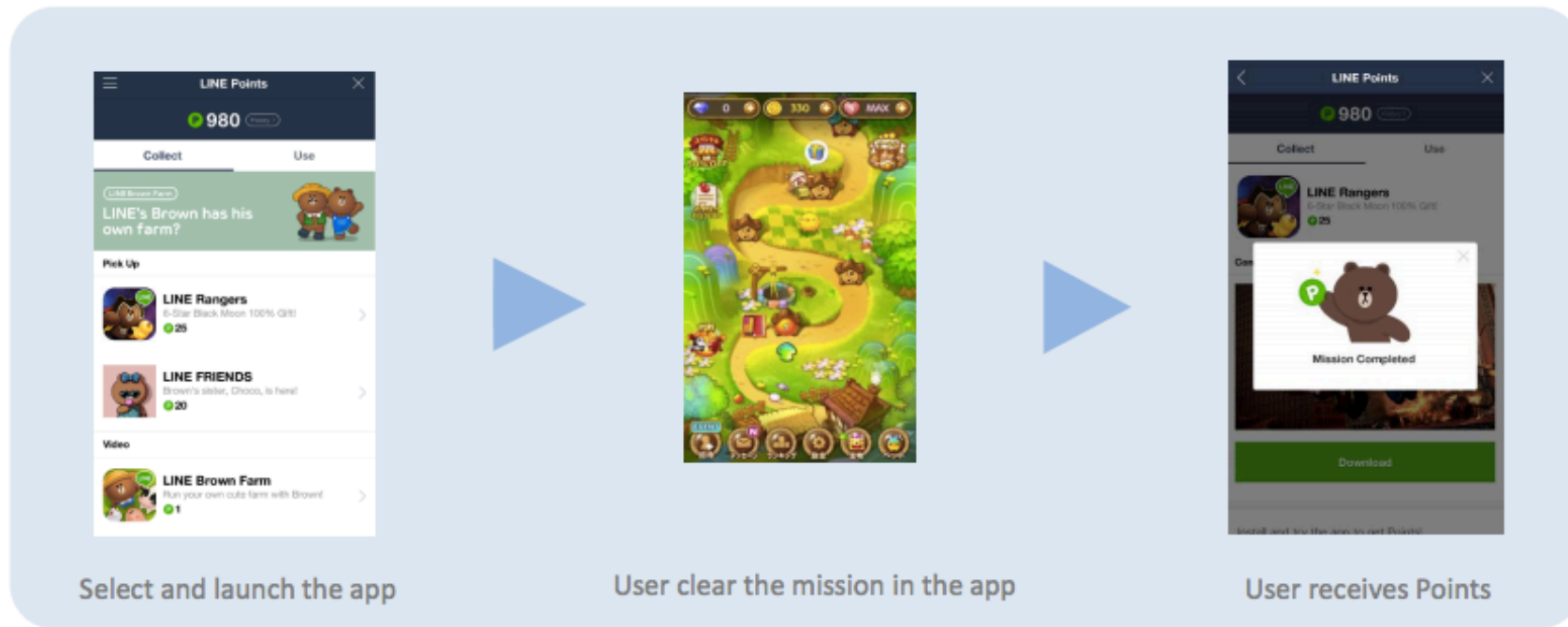




# SDK Instruction for CPE

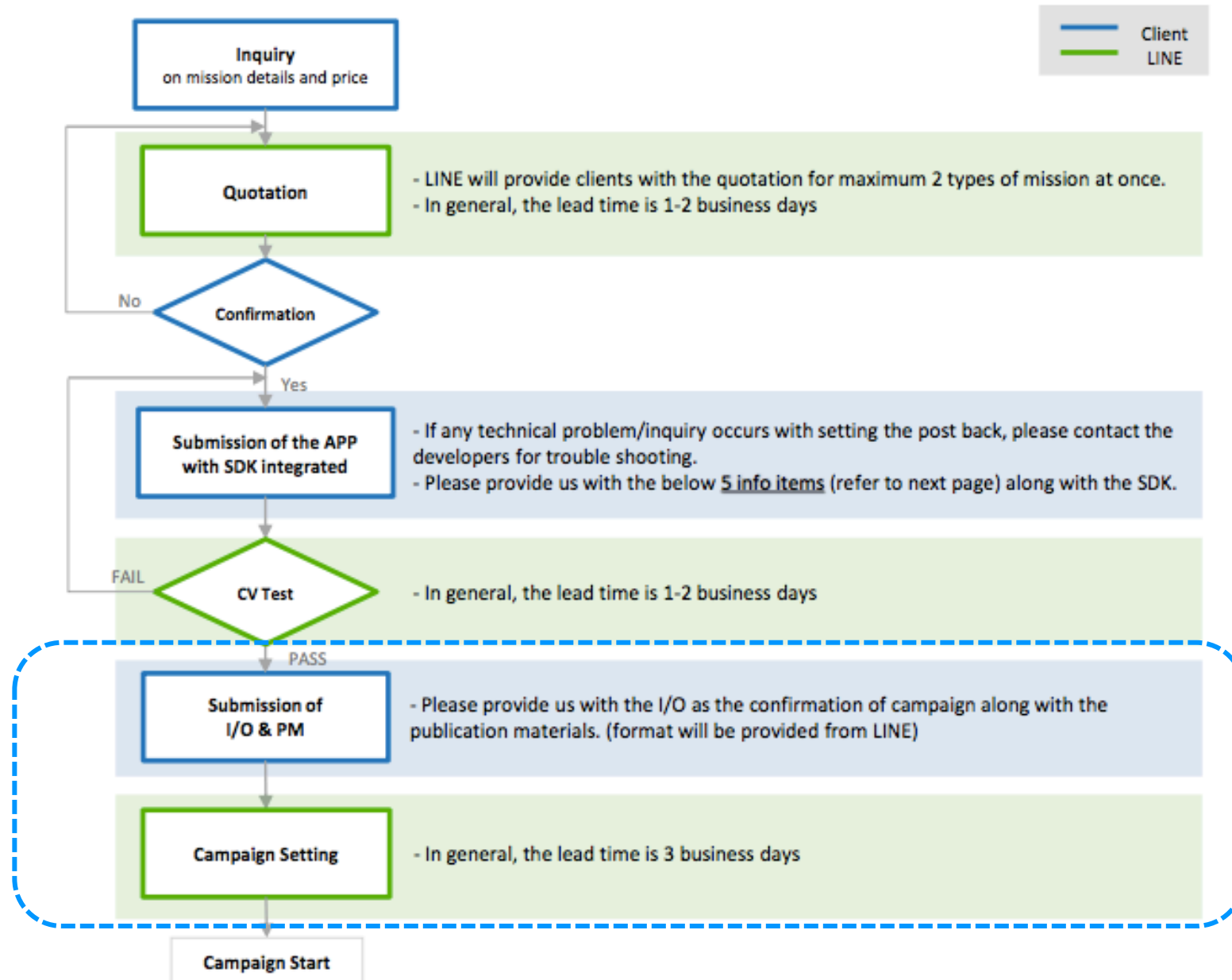
2016/8/8

# CPE Instruction \_ Product



- Available for Android apps
- Clients can design and guide users to experience the content in the ideal way.
- LINE will provide the clients with the quotation for campaign, based on the mission content. (maximum 2 mission types)
- CPE campaign requires integrating 3<sup>rd</sup> party tracking SDK. (please refer to the page 4.)

# CPE Instruction \_ Process



# CPE Instruction \_ Process

Below 5 information items are required to set and test the campaign.

**Submission of the APP with SDK integrated**

- If any technical problem/inquiry occurs with setting the post back, please contact the developers for trouble shooting.
- Please provide us with the below [5 info](#) along with the SDK.

Item	Example
Google store address	<a href="https://play.google.com/store/apps/details?id=com.linecorp.LGBB2">https://play.google.com/store/apps/details?id=com.linecorp.LGBB2</a>
Conversion Point	level_5clear
SDK name	MAT
Postback URL	<a href="https://freecoins.line-apps.com/v1/cv/sdk?sdk_token=mat_IR1K9LsK&amp;digest={ref_id}&amp;ifa={google_aid}&amp;action={event_name}">https://freecoins.line-apps.com/v1/cv/sdk?sdk_token=mat_IR1K9LsK&amp;digest={ref_id}&amp;ifa={google_aid}&amp;action={event_name}</a>
Action name (if any)	

# CPE Instruction \_ Reference

Basic guide on how to set the Postback URL (of 5 major SDKs)

SDK	Setting	Example	URL example
MAT	{event_name}	(level_5clear)	<code>https://freecoins.line-apps.com/v1/cv/sdk?sdk_token=mat_IR1K9LsK&amp;digest={ref_id}&amp;ifa={google_aid}&amp;action={event_name}</code>
FOX	{cv_point}	(4040)	<code>https://freecoins.line-apps.com/v1/cv/sdk?sdk_token=fox_DfaU2ZqS&amp;digest=LINE_{suid}&amp;ifa={adid}&amp;action={cv_point}</code>
Kochava	{event_name}	(level_5clear)	<code>https://freecoins.line-apps.com/v1/cv/sdk?sdk_token=kochava_Fq0CwUaM&amp;digest={linejp_click_id}&amp;ifa={google_aid}&amp;action={event_name}</code>
Adjust	"event token" that is set as (in-app event)		No Postback URL setting is required.
AppsFlyer	Test that is set as action in Postback URL	(registration_end)	<code>https://freecoins.line-apps.com/v1/cv/sdk?sdk_token=&amp;digest={clickid}&amp;ifa={advertising_id}&amp;action={event_name}</code> Also need to set the Integration Parameters[token]

- Please note that for the technical Q&A regarding the Postback URL setting, clients should contact the each SDK developers.

- Please make sure the Postback URL doesn't get affected by updates of the app.

# AppsFlyer Demo Page- SDK Integrated

**AppsFlyer**  
國戰之王 (tw.funmo...)  
Change App

**Configuration**  
**Integrated Partners**

**LTV (Life Time Value) Overview**  
Data relating only to installs occurring within the selected date range

Impressions	Clicks	Non-Organic
0	9	0
0%	↓ 31%	0%

**USER ACQUISITION TREND**

Date	Installs
28/07/17	5
29/07/17	1
30/07/17	1

Breakdown by Media Source

**Search: "line" here**

Showing 10 out of 2768 results

- 1000mercis (Partner type: Programmatic Advertising)
- 101GBS (Partner type: Ad Network)
- 113Assistant (Partner type: Ad Network)
- 12 DIGIT (Partner type: Ad Network)
- 152 (Partner type: Ad Network)

Search results for 'line':

- LINE Free Coins CPE** (Partner type: Ad Network)
- LINE Ads Platform \ Hike (Partner type: Ad Network)

### LINE Free Coins CPE Configuration

Request introduction **LINE**

**Integration Parameters** | In App Events

**Link Generator**  
Campaign (Optional)

**Integration Parameters**  
Click Attribution Lookback Window: 1 Day, 7 Days (7d), 30 Days  
7d is recommended (AF Recommended)

token

Please define the integration parameters

**Tracking Link**  
`https://app.appsflyer.com/tw.funmobi.android.kingwar?pid=linefreecoins_int&clickid=LINE_{line_digest}&advertising_id={line_ifa}&event_name=TUTORIAL`

Postback Details

Cancel Save & Close

How to configure a media source

THANK YOU