Configuring Adform for Millennial Media

This guide will walk you through the process of configuring conversion tracking campaigns for Millennial Media in the Adform UI. Posting conversions to Millennial Media will allow us to optimize your campaign and block users who have already converted from being served additional ads, increasing the effectiveness of your advertising with us.

This guide assumes you have already added your app to the Adform system and implemented the Adform SDK.

Please note: Millennial Media operates two individual platforms (mMedia and mmDSP) and it's important to understand which one your campaign will be running on in order to configure the measurement URLs and postbacks correctly. If you do not know what platform your campaign will be running on, your Account Representative will be happy to assist you.

Tracking URL Configuration

Step 1

Create campaign and line items for the campaign by selecting "Upload/Create" in the "Ads Management - Banners" section. Set the landing page (Google Play URL or App Store URL) on the following screen.
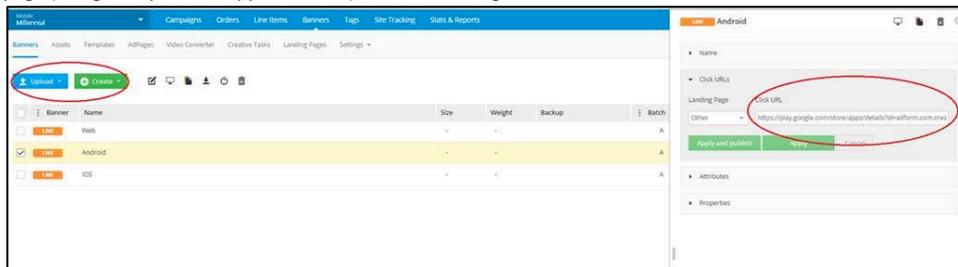
Step 2

Create measurement URLs/click trackers for your campaign by following "Tags Management" → "Create Tags". In the "Tags Management" section, generate the click tracker for each ad by selecting corresponding line item and banner. Use the "Send" button to send generated click tracker to yourself. A few edits are necessary once the tags are generated.
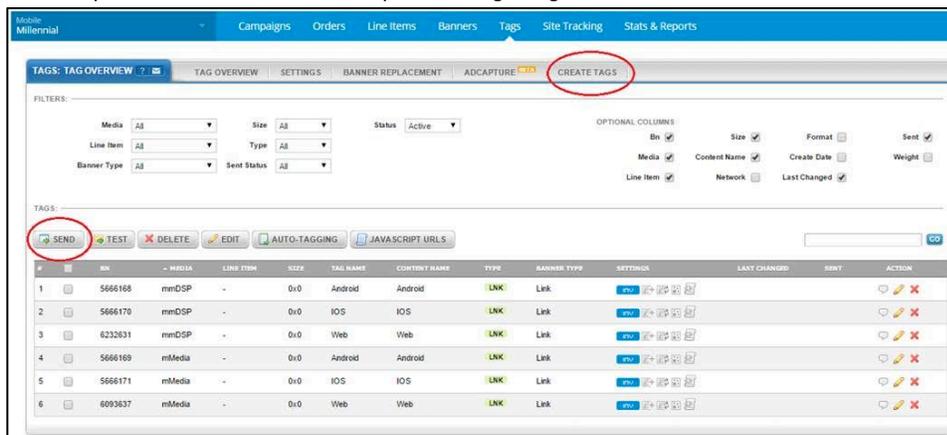
Step 3

Once the click tracker has been generated, the URL will look similar to this example: http://track.adform.net/C/?bn=xxxxxxxx. You will need to update the click tracker by adding the following parameters: **;msrc=1;adid=<Device_ID>;expubdata=<PublisherData>**

- msrc=1 – to identify that it's mobile banner
- adid=<Device_ID> - to pass the IDFA/Advertising ID of mobile device
- Expubdata=<PublisherData> – to pass required publisher data, which later will be sent back with the conversion.

Each parameter should be separated with a semi-colon (;). Here is an example click tracker with the required parameters:
http://track.adform.net/C/?bn=xxxxxxxx;msrc=1;adid=<Device_ID>;expubdata=<PublisherData>

Postback URL Configuration

Step 1

In Site Tracking section, create Server2Server postback request for app installs:

- Go to Site Tracking -> Container Tags
- Select mMedia or mmDSP from the left hand "fire for" dropdown menu
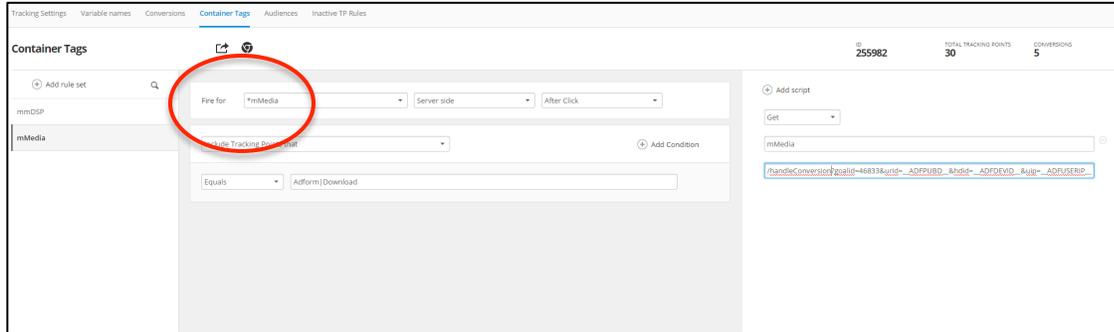
Step 2

Once you select the network, you will be prompted to configure the postback URL.

- Select "Server Side" Request Type
- Choose required tracking point – "Install" for example. In Adform's system, you can define postbacks for each app event - Install, Start, Update, etc., because they are created as separate tracking points.
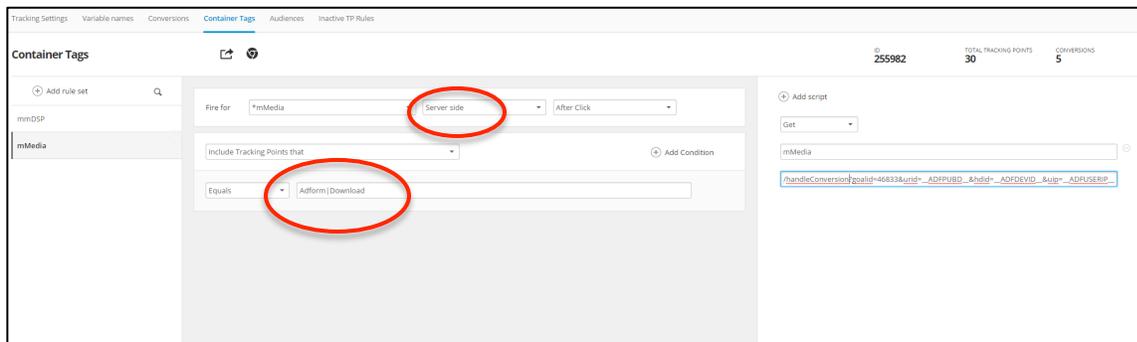

- Define the Postback URL by updating the automatically generated postback to include the information given to you by your Millennial Media Account Representative. The integration parameters will be different for mMedia and mmDSP. Please see below for details on what needs to be defined in each postback URL.

mMedia

Millennial Media's direct publisher network primarily utilizes the Millennial SDK as well as direct relationship app and mobile web inventory. If you are running on mMedia, your Account Representative will provide you with a 5-digit numerical identifier called a **Goal ID**. Input the Goal ID value into the Goal ID placeholder in the postback URL - **[INPUT_GOAL_ID]**. Replace the whole placeholder, including the brackets. For reference, here is the postback template that should populate automatically:

http://cvt.mydas.mobi/handleConversion?goalid=[INPUT_GOAL_ID]&urid=__ADFPUBD__&hdid=__ADFDEVID__&uip=__ADFUSERIP__
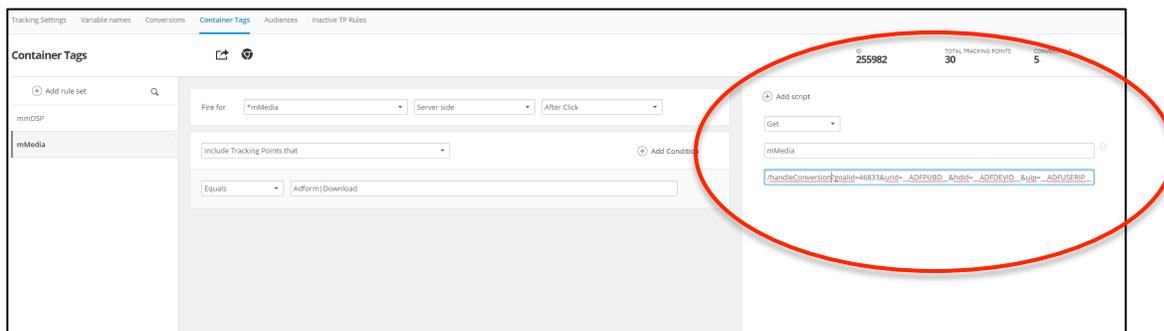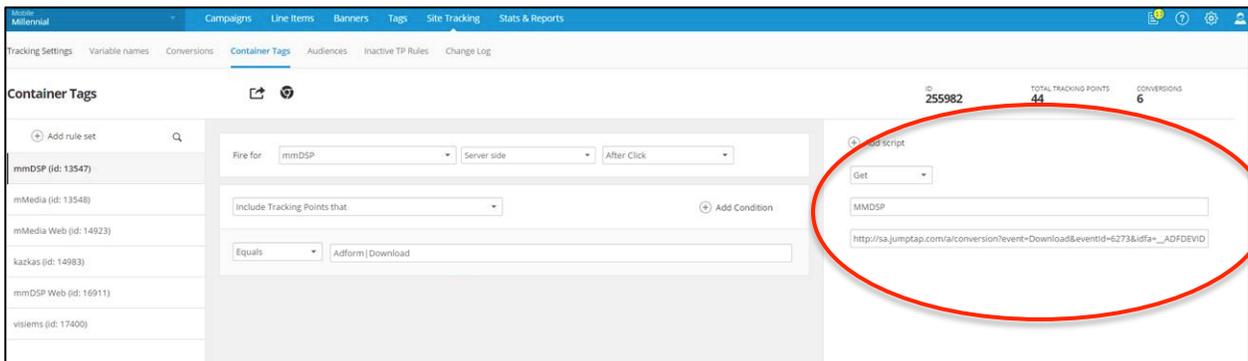
mmDSP

Millennial Media's DSP includes traffic from many different exchanges around the world. If you are running on **mmDSP**, you will be provided an **Event Name** and an **Event ID**, which is a 4-digit numerical identifier. You will need to input the Event Name and ID into the automatically generated postback template. For reference, here is the postback template that should populate automatically:

http://sa.jumptap.com/a/conversion?event=[INPUT_EVENT_NAME]&eventId=[INPUT_EVENT_ID]&idfa=__ADFDEVID__&jt-reqid=__ADFPUBD__

Follow the steps below for defining the postback and entering the Event ID and Event Name into the URL:
- Depending on which platform the app is running on (iOS or Android), you will need to update the device ID parameter **idfa=__ADFDEVID__** to use either aaid= or idfa=
  - aaid= should be used for Android app downloads
  - idfa= should be used for iOS app downloads
- Update the event= and eventId= placeholders, **[INPUT_EVENT_NAME]** and **[INPUT_EVENT_ID]**, with the correct values for that particular campaign. Replace the whole placeholder, including the brackets.

Wrapping Up

Once you have configured your tracking URLs and postbacks, make sure to provide the tracking URLs to your Millennial Account Representative, who will have them trafficked as your campaigns click URLs.