

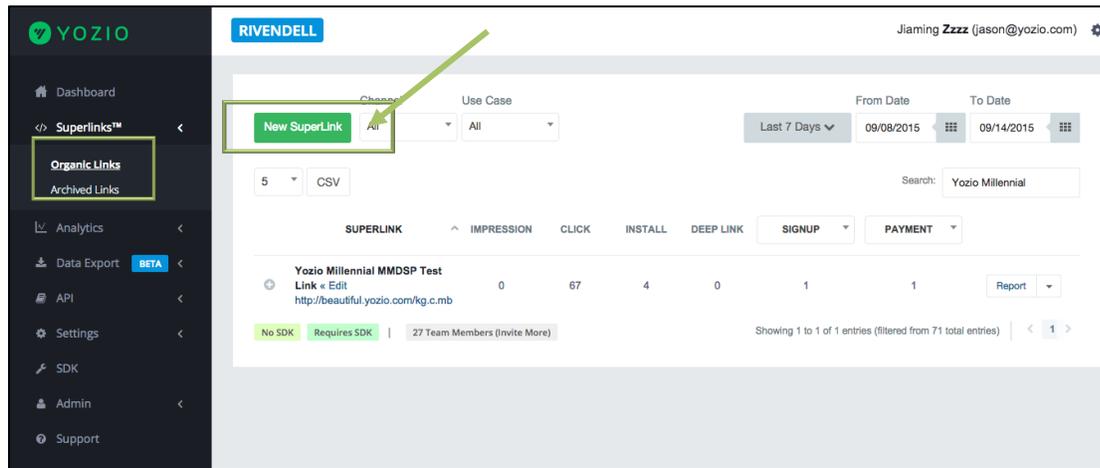
This guide will walk you through the process of configuring conversion tracking campaigns for Millennial Media in the Yoizio UI. Posting conversions to Millennial Media will allow us to optimize your campaign and block users who have already converted from being served additional ads, increasing the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

This guide assumes you have already added your app to the Yoizio system and implemented the Yoizio 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

Login to Yoizio portal and navigate to the Yoizio Console > Super Links > Organic Links, via the left sidebar. Create new link by using the "New SuperLink" button and follow the normal process for setting up tracking links. To edit a link, click on the "Edit" button next to the Superlink.

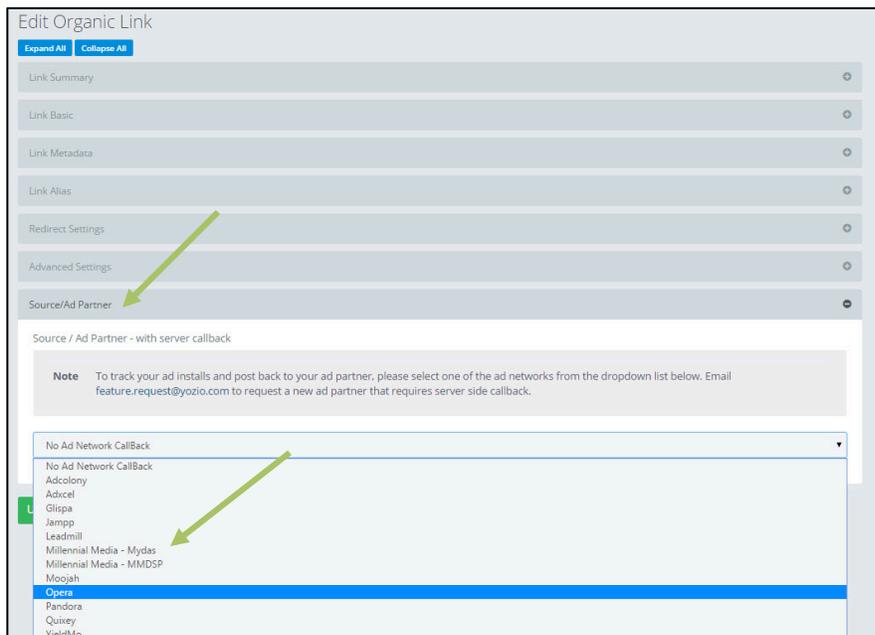


Postback URL Configuration

Step 1

Update the "Source / Ad Partner" options:

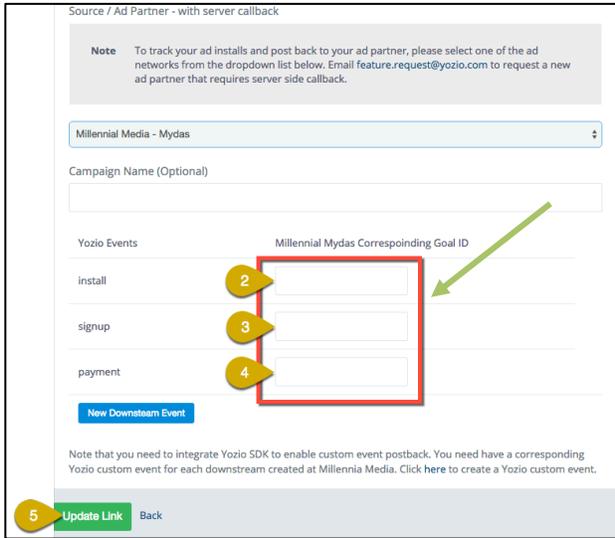
- In the SuperLink edit / configuration page go to **Source / Ad Partner**.
- Using the drop down list, change the default "no server callback" to either Millennial Media – Mydas or Millennial Media - mmDSP, depending where the campaign is running.



Step 2

Once you select the network, you will be prompted to configure the postback URL. You will see a form where you will input 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 values you need to input into these fields:

mMedia: Millennial Media's direct publisher network which 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 field. If you are running a campaign with secondary conversions/downstream events, make sure to enter the additional Goal IDs into the corresponding fields.



Source / Ad Partner - with server callback

Note To track your ad installs and post back to your ad partner, please select one of the ad networks from the dropdown list below. Email feature.request@yoizio.com to request a new ad partner that requires server side callback.

Millennial Media - Mydas

Campaign Name (Optional)

Yoizio Events

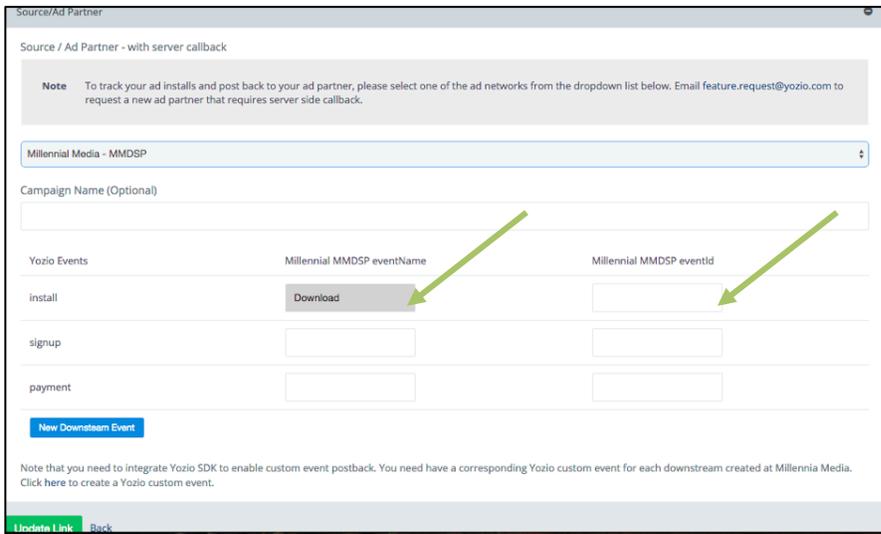
	Millennial Mydas Corresponding Goal ID
install	
signup	
payment	

[New Downstream Event](#)

Note that you need to integrate Yoizio SDK to enable custom event postback. You need have a corresponding Yoizio custom event for each downstream created at Millennial Media. [Click here to create a Yoizio custom event.](#)

[5 Update Link](#) [Back](#)

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**. An **Event ID** is a 4-digit numerical identifier. Input the Event ID and Event Name in the proper fields. If you are running a campaign with secondary conversions/downstream events, make sure to enter the additional Event Names and Event IDs into the corresponding fields.



Source/Ad Partner

Source / Ad Partner - with server callback

Note To track your ad installs and post back to your ad partner, please select one of the ad networks from the dropdown list below. Email feature.request@yoizio.com to request a new ad partner that requires server side callback.

Millennial Media - MMDSP

Campaign Name (Optional)

Yoizio Events

	Millennial MMDSP eventName	Millennial MMDSP eventId
install	Download	
signup		
payment		

[New Downstream Event](#)

Note that you need to integrate Yoizio SDK to enable custom event postback. You need have a corresponding Yoizio custom event for each downstream created at Millennial Media. [Click here to create a Yoizio custom event.](#)

[Update Link](#) [Back](#)

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.