



# AppsFlyer Windows Phone Integration Guide



Windows  
Phone

Version 1.0



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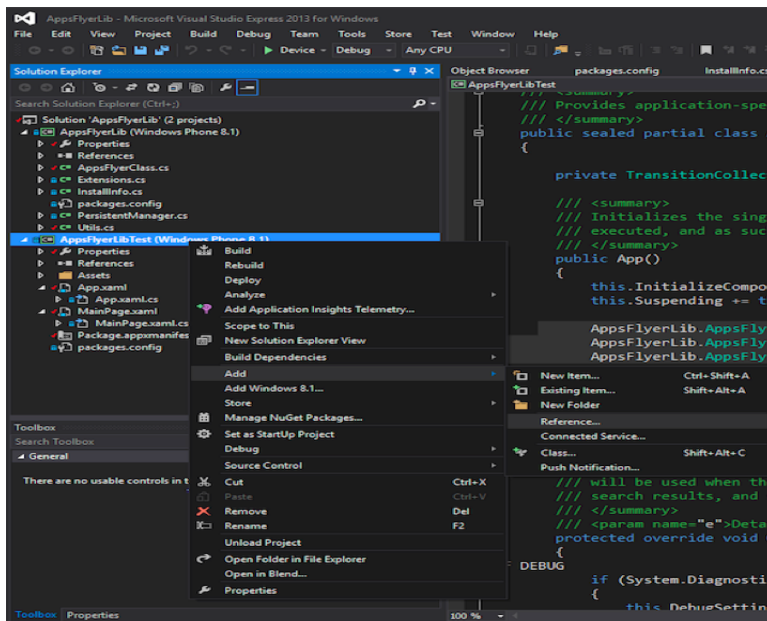
# 1. Introduction

AppsFlyer's Windows phone SDK provides app installation and in-app events tracking functionality, and supports Windows 8.1 and above.

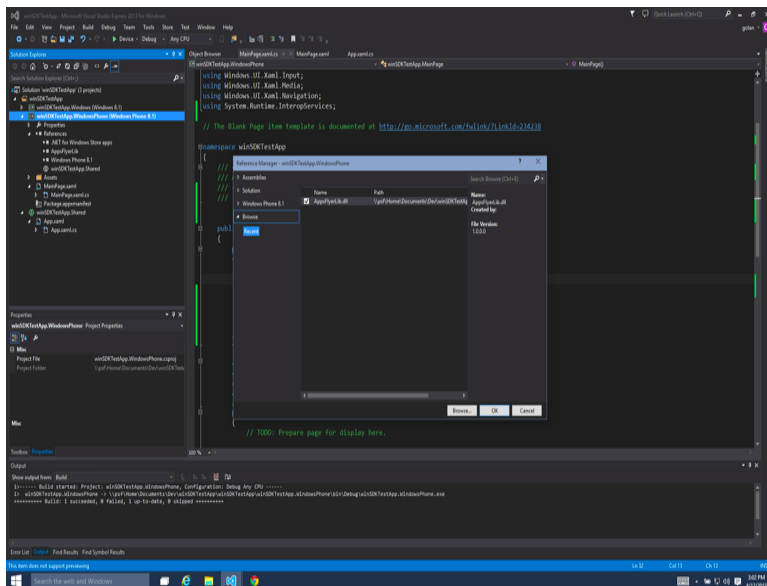
# 2. Initial Steps

To embed AppsFlyer's SDK into your app:

- Copy AppsFlyerLib.dll into your project
- On Visual Studio, click on Add Reference on the WindowsPhone project



- Locate AF-Windows-SDK-v1.0.dll and add it



- Allow Internet access in the app manifest, or using Visual Studio in the capabilities tab

### 3. SDK Initialization & Installation Event (minimum requirement for tracking)

- Add the following code into your App Launch method:

```
protected override void OnLaunched(LaunchActivatedEventArgs e)
{
    this.InitializeComponent();
    this.Suspending += this.OnSuspending;

    AppsFlyerLib.AppsFlyerTracker tracker =
    AppsFlyerLib.AppsFlyerTracker.GetAppsFlyerTracker();

    tracker.appId = "YOUR_APP_ID_HERE";
    tracker.devKey = "YOUR_DEV_KEY_HERE";
    tracker.trackAppLaunch();
}
```

- Set your appId & DevKey:
  - Populate `tracker.appId` & `tracker.devKey` with your values
  - You can get your AppsFlyer DevKey on our dashboard under “SDK Integration”

### 4. In-App Conversion Events Tracking API (Optional)

This API enables AppsFlyer to track post install events. These events are defined by the advertiser and include an event name in addition to optional event values:

Add the following code to track post install events:

```
public async void trackEvent(string eventName, Dictionary<string,
Object> eventValues = null)
```

- `eventName` is any string which defines the event name. You can find a list of recommended event names in Appendix A.
- `eventValues` is a dictionary of event parameters that comprise an event. You can find a list of recommended parameters in Appendix A.
- Counting revenue as part of in-app events: Use `InAppEventParameterName.REVENUE` (“af\_revenue”) constant parameter name to count revenue as part of an in-app event. You can populate it with any numeric value, positive or negative.

Example:

```
Dictionary<string, Object> addToCartParams = new Dictionary<string, Object> ();  
addToCartParams.Add (AFInAppEventParameterName.CONTENT_ID, "id1234");  
addToCartParams.Add (AFInAppEventParameterName.CONTENT_TYPE, "tickets");  
addToCartParams.Add (AFInAppEventParameterName.PRICE, 200);  
addToCartParams.Add (AFInAppEventParameterName.CURRENCY, "USD");  
AppsFlyerLib.AppsFlyerTracker.GetAppsFlyerTracker().trackEvent  
("AFInAppEventType.ADD_TO_CART", addToCartParams);
```

For the complete in-app events documentation please visit [Appendix A](#).

## 5. Set Currency Code (Optional)

You can set a global currency code using the API below, in addition to specific currency codes that can be used as part of each in-app event that is sent to AppsFlyer.

USD is the default value. Please find acceptable ISO currency codes [here](#).

Use the following API In order to set the currency code:

```
tracker.currencyCode = "GBP";
```

## 6. GetAppsFlyerUID (Optional)

An AppsFlyer unique ID is created for every new install of an app.

Use the following API In order to get this ID:

```
public string getAppsFlyerUID()
```

## 7. Customer User ID (Optional)

Setting your own customer ID will enable you to cross-reference your own unique ID with AppsFlyer's user ID and the other devices' IDs. This ID will be available at AppsFlyer CSV reports along with postbacks APIs for cross-referencing with you internal IDs.

To set your customer user ID:

```
tracker.customerUserId = "YOUR_CUSTOMER_USER_ID";
```

## 8. GetConversionData (Optional)

You can receive the conversion data for every install through the SDK using this API.

Add the following code to track post install events:

```
public async Task GetConversionData
```

*(Action<Dictionary<string, string>> CallBack)*

**Example:**

```
async Task ConverisonDataListener()  
{  
    await AppsFlyerLib.AppsFlyerTracker.GetAppsFlyerTracker().GetConversionData  
(val =>  
    {  
        // Here is where you actually receive the conversion data  
        Debug.WriteLine("get conversion data = {0}", val);  
    }).ConfigureAwait(false);  
}
```

For more information regarding this advanced functionality, [read here](#).

## Appendix A: AppsFlyer Rich In-App Events

AppsFlyer's rich in-app events provide advertisers with the ability to track any post-install event and attribute it to a Media Source and campaign.

An in-app event is comprised of an event name and event parameters (see below lists of recommended event and parameter names)

The following in-app events are defined as part of the *AFInAppEventType* interface and are recommended:

Event String Constant	Event String Name
LEVEL_ACHIEVED	af_level_achieved
ADD_PAYMENT_INFO	af_add_payment_info
ADD_TO_CART	af_add_to_cart
ADD_TO_WISH_LIST	af_add_to_wishlist
COMPLETE_REGISTRATION	af_complete_registration
TUTORIAL_COMPLETION	af_tutorial_completion
INITIATED_CHECKOUT	af_initiated_checkout
PURCHASE	af_purchase
RATE	af_rate
SEARCH	af_search
SPENT_CREDIT	af_spent_credits
ACHIEVEMENT_UNLOCKED	af_achievement_unlocked
CONTENT_VIEW	af_content_view
LIST_VIEW	af_list_view
TRAVEL_BOOKING	af_travel_booking
SHARE	af_share
INVITE	af_invite
LOGIN	af_login
RE_ENGAGE	af_re_engage
UPDATE	af_update
OPENED_FROM_PUSH_NOTIFICATION	af_opened_from_push_notification

The following section describes the recommended structure of each event type together with the parameters mappings to Facebook, Twitter and Criteo:

### af\_level\_achieved

Description: Used to track game level events.

Recommended attributes: af\_level, af\_score

Facebook Mapped Event: fb\_mobile\_level\_achieved

Twitter Mapped Event: LEVEL\_ACHIEVED

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_level	fb_level	level	-
af_score	-	-	-

### af\_add\_payment\_info

Description: Used to track payment info configuration status.

Recommended attributes: af\_success

Facebook Mapped Event: fb\_mobile\_add\_payment\_info

Twitter Mapped Event: ADDED\_PAYMENT\_INFO

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_success	fb_success	user_payment_info	-

### af\_add\_to\_cart

Description: Used to track add to cart events of specific items.

Recommended attributes: af\_price, af\_content\_type, af\_content\_id, af\_currency, af\_quantity

Facebook Mapped Event: fb\_mobile\_add\_to\_cart

Twitter Mapped Event: ADD\_TO\_CART

Criteo Mapped Event: viewBasket

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_price	_valueToSum	price_micro*	price**
af_content_type	fb_content_type	content_type	-



af_content_id	fb_content_id	content_id	item_id
af_currency	fb_currency	price_currency	-
af_quantity	-	number_items	quantity

### af\_add\_to\_wishlist

Description: Used to track add to wishlist events of specific items.

Recommended attributes: af\_price, af\_content\_type, af\_content\_id, af\_currency, af\_quantity

Facebook Mapped Event: fb\_mobile\_add\_to\_wishlist

Twitter Mapped Event: ADD\_TO\_WISHLIST

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_price	_valueToSum	price_micro*	-
af_content_type	fb_content_type	content_type	-
af_content_id	fb_content_id	content_id	-
af_currency	fb_currency	price_currency	-
af_quantity	-	number_items	-

### af\_complete\_registration

Description: Used to track user registration methods

Recommended attributes: af\_registration\_method

Facebook Mapped Event: fb\_mobile\_complete\_registration

Twitter Mapped Event: SIGN\_UP

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_registration_method	fb_registration_method	registration_method	-

## af\_tutorial\_completion

Description: Used to track tutorial completions

Recommended attributes: af\_success, af\_content\_id

Facebook Mapped Event: fb\_mobile\_tutorial\_completion

Twitter Mapped Event: TUTORIAL\_COMPLETE

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_success	fb_success	-	-
af_content_id	fb_content_id	content_id	-

## af\_initiated\_checkout

Description: Used to track checkout events.

Recommended attributes: af\_price, af\_content\_type, af\_content\_id, af\_quantity, af\_payment\_info\_available, af\_currency

Facebook Mapped Event: fb\_mobile\_initiated\_checkout

Twitter Mapped Event: CHECKOUT\_INITIATED

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_price	_valueToSum	price_micro*	-
af_content_type	fb_content_type	content_type	-
af_content_id	fb_content_id	content_id	-
af_currency	fb_currency	price_currency	-
af_quantity	fb_num_items	number_items	-
af_payment_info_available	fb_payment_info_available	user_payment_info	

## af\_purchase

Description: Used to track purchase events (and associate revenue to them).

Recommended attributes: af\_revenue, af\_content\_type, af\_content\_id, af\_quantity, af\_currency

Facebook Mapped Event: fb\_mobile\_purchase

Twitter Mapped Event: PURCHASE

Criteo Mapped Event: trackTransaction

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_revenue*	_valueToSum	price_micro**	price***
af_content_type	fb_content_type	content_type	-
af_content_id	fb_content_id	content_id	item_id
af_currency	fb_currency	price_currency	-
af_quantity	fb_num_items	number_items	quantity
af_validated	-	-	-
af_receipt_id	-	-	-

\* af\_revenue will be counted as revenue in AppsFlyer's platform

## af\_rate

Description: Used to track app/item rating events.

Recommended attributes: af\_rating\_value, af\_content\_type, af\_content\_id, af\_max\_rating\_value

Facebook Mapped Event: fb\_mobile\_rate

Twitter Mapped Event: RATED

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_rating_value	_valueToSum	price_micro	-
af_content_type	fb_content_type	content_type	-
af_content_id	fb_content_id	content_id	-
af_max_rating_value	fb_max_rating_value	max_rated_value	-

## af\_search

Description: Used to track search events.

Recommended attributes: af\_content\_type, af\_search\_string, af\_success

Facebook Mapped Event: fb\_mobile\_search

Twitter Mapped Event: SEARCH

Criteo Mapped Event: viewSearch

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_content_type	fb_content_type	content_type	-
af_search_string	fb_search_string	search_string	-
af_date_a	-	-	din
af_date_b	-	-	dout
af_destination_a	-	-	-
af_destination_b	-	-	-
af_success	fb_success	-	-

## af\_spent\_credits

Description: Used to track credit spend events.

Recommended attributes: af\_price, af\_content\_type, af\_content\_id

Facebook Mapped Event: fb\_mobile\_spent\_credits

Twitter Mapped Event: SPENT\_CREDITS

Criteo Mapped Event: trackTransaction

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_price	_valueToSum	price_micro*	price**
af_content_type	fb_content_type	content_type	-
af_content_id	fb_content_id	content_id	item_id

## af\_achievement\_unlocked

Description: Used to track achievement unlocking events.

Recommended attributes: af\_description

Facebook Mapped Event: fb\_mobile\_achievement\_unlocked

Twitter Mapped Event: ACHIEVEMENT\_UNLOCKED

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_description	fb_description	description	-

### af\_content\_view

Description: Used to track content view events.

Recommended attributes: af\_price, af\_content\_type, af\_content\_id, af\_currency

Facebook Mapped Event: fb\_mobile\_content\_view

Twitter Mapped Event: CONTENT\_VIEW

Criteo Mapped Event: viewProduct/viewListing

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_price	_valueToSum	price_micro*	price
af_content_type	fb_content_type	content_type	-
af_content_id	fb_content_id	content_id	item_id
af_currency	fb_currency	price_currency	-

### af\_list\_view

Description: Used to track listings view events.

Recommended attributes: af\_content\_type, af\_content\_list

Facebook Mapped Event:

Twitter Mapped Event:

Criteo Mapped Event: viewListing

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_content_type	-	-	-
af_content_list	-	-	product

### af\_travel\_booking

Description: Used to track travel booking events (and associate revenue to them).

Recommended attributes: af\_revenue, af\_destination\_a, af\_destination\_b, af\_class, af\_description, af\_customer\_user\_id, af\_content\_type, af\_content\_id, af\_date\_a, af\_date\_b

Facebook Mapped Event: fb\_mobile\_purchase

Twitter Mapped Event: PURCHASE

Criteo Mapped Event: trackTransaction

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_revenue*	_valueToSum	price_micro**	price***
af_customer_user_id	-	-	cid
af_content_type	fb_content_type	content_type	-
af_content_id	fb_content_id	content_id	-
af_class	-	-	-
af_date_a	-	-	din
af_date_b	-	-	dout
af_destination_a	-	-	-
af_destination_b	-	-	-
af_success	fb_success	-	-

\* af\_revenue will be counted as revenue in AppsFlyer's platform

## af\_share

Description: Used to track sharing events.

Recommended attributes: af\_description

Facebook Mapped Event: None

Twitter Mapped Event: SHARE

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_description	-	description	-

## af\_invite

Description: Used to track invite (social) events.

Recommended attributes: None

Facebook Mapped Event: None

Twitter Mapped Event: INVITE

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_description	-	description	-

### af\_login

Description: Used to track user login events.

Recommended attributes: None

Facebook Mapped Event: None

Twitter Mapped Event: LOGIN

Criteo Mapped Event: None

### af\_reengage

Description: Used to track user re-engagement events.

Recommended attributes: None

Facebook Mapped Event: None

Twitter Mapped Event: RE\_ENGAGE

Criteo Mapped Event: None

Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_description	-	description	-

### af\_opened\_from\_push\_notification

Description: Used to track app opens from push notification events.

Recommended attributes: None

Facebook Mapped Event: None

Twitter Mapped Event: None

Criteo Mapped Event: None

### af\_update

Description: Used to track update events.

Recommended attributes: af\_content\_id

Facebook Mapped Event: None  
 Twitter Mapped Event: UPDATE  
 Criteo Mapped Event: None  
 Attributes Mapping:

AppsFlyer	Facebook	Twitter	Criteo
af_content_id	-	content_id	-

### Optional Parameters:

In addition to the recommended parameters that could be passed with each event, the parameters below are defined as part of the *AFInAppEventParameterName* interface and can be sent as part of the event dictionary value:

Parameter String Constant	Parameter String Name	Recommended Value Type
REVENUE	af_revenue*	Float
PRICE	af_price	Float
LEVEL	af_level	Int
SUCCESS	af_success	Boolean
CONTENT_TYPE	af_content_type	String
CONTENT_LIST	af_content_list	Array of strings
CONTENT_ID	af_content_id	String
CURRENCY	af_currency	String
REGISTRATION_METHOD	af_registration_method	String
QUANTITY	af_quantity	Int
PAYMENT_INFO_AVAILABLE	af_payment_info_available	Boolean
RATING_VALUE	af_rating_value	Float
MAX_RATING_VALUE	af_max_rating_value	Float
SEARCH_STRING	af_search_string	String
DESCRIPTION	af_description	String
SCORE	af_score	Int
DESTINATION_A	af_destination_a	String
DESTINATION_B	af_destination_b	String
CLASS	af_class	String
DATE_A	af_date_a	String



DATE_B	af_date_b	String
EVENT_START	af_event_start	Unixtime
EVENT_END	af_event_end	Unixtime
LATITUDE	af_lat	Int
LONGITUDE	af_long	Int
CUSTOMER_USER_ID	af_customer_user_id	String
VALIDATED	af_validated	String
RECEIPT_ID	af_receipt_id	String
PARAM_1	af_param_1	String
PARAM_2	af_param_2	String
PARAM_3	af_param_3	String
PARAM_4	af_param_4	String
PARAM_5	af_param_5	String
PARAM_6	af_param_6	String
PARAM_7	af_param_7	String
PARAM_8	af_param_8	String
PARAM_9	af_param_9	String
PARAM_10	af_param_10	String

\* af\_revenue is the only parameter that is used for revenue calculations. Use it for events that actually represent revenue generation in your business logic. You can use af\_price as a monetary parameter that will not be counted as revenue (such as in an “Add to Cart” event).