

# HUAWEI - Adjust Integration

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## HUAWEI Ads Integration

### Overview

HUAWEI Ads is a paid presentation service provided by HUAWEI for Pantheon-ecosystem partners. It aims to build a communication bridge between partners and HUAWEI device users so that these partners can provide valuable information and quality services for users.

Currently, HUAWEI Ads is integrated into some third-party apps and HUAWEI apps such as HUAWEI Browser and HUAWEI Assistant. It provides mainstream ad formats such as native ads, banner ads, and rewarded video ads to more than 570 million HUAWEI device users around the world.

For more information, please visit HUAWEI website: <https://developer.huawei.com/consumer/en/doc/distribution/promotion/pps-introduction>

### OAID implementation

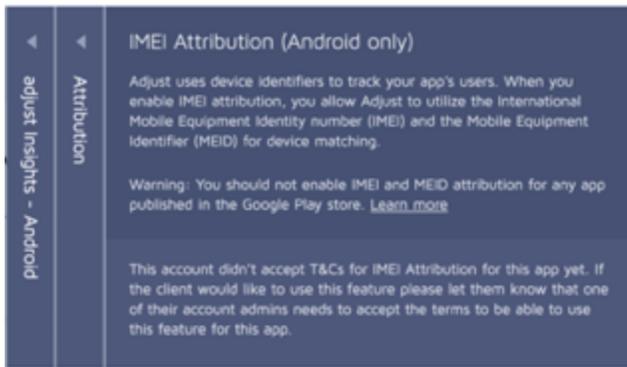
For android devices we use OAID for attribution. Please make sure the OAID plugin is integrated within Adjust Android SDK (Version 4.18 or above [https://github.com/adjust/android\\_sdk/blob/master/doc/english/plugins/oaid.md](https://github.com/adjust/android_sdk/blob/master/doc/english/plugins/oaid.md))

Adjust has implemented HUAWEI HMS API, which allows Adjust to get OAID on HUAWEI Devices. So even if the OAID plugin is not implemented, we can still track OAID on HUAWEI devices.

### IMEI implementation (China Domestic Only)

Considering OAID is not supported on every device, please apply IMEI tracking to your APP. To ensure that your adjust SDK supports IMEI tracking, you need to:

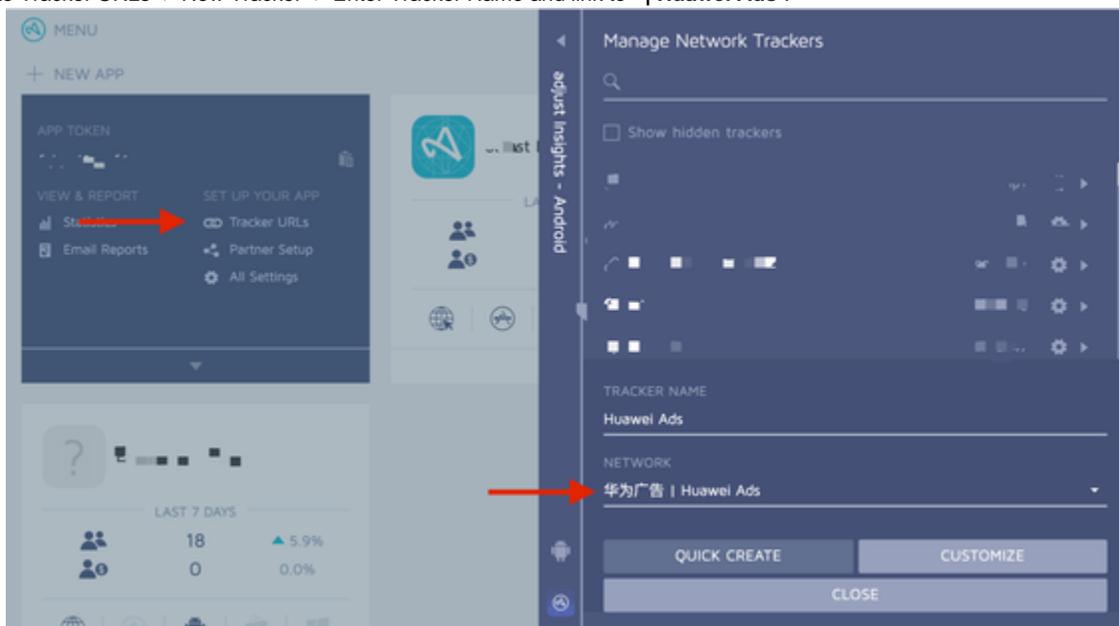
- Reach out to your Account Manager to whitelist your account for IMEI tracking.
- Sign Terms & Conditions upon app level.
  - The agreement is signed independently for each app
  - To sign the agreement: App settings Attribution IMEI attribution



- SDK integration: Please make sure that your Adjust Android SDK is ready for IMEI. [https://github.com/adjust/android\\_sdk/blob/master/doc/english/plugins/imei.md](https://github.com/adjust/android_sdk/blob/master/doc/english/plugins/imei.md)
- Please ensure that you do not integrate IMEI plugin to non Chinese app stores.

## Tracker Generation

- Go to Tracker URLs -> New Tracker -> Enter Tracker Name and link to “ | Huawei Ads”.



- Click on CUSTOMIZE -> CREATE
- The CLICK and IMPRESSION URLs will be generated respectively

## Huawei Ads

ATTRIBUTION SETTINGS

DEFAULT

NETWORK

华为广告 | Huawei Ads

CLICK URL



```
https://s2s.adjust.com/cw3rq7b?campaign=__CID__&adgroup=__ADSETID__&creative=__ADID__&s2s=1&os_name=__OS__&click_id=__REQUESTID__&ip_address=__IP__&user_agent=__UA__&campaign_id=__CID__&creative_id=__ADID__&oid_lower_md5=__OAID1__&gps_adid_lower_md5=__AAID1__&huawei_campaign_id=__CID__&huawei_callback_url=__CALLBACK_URL__&huawei_callback_param=__CALLBACK__
```

IMPRESSION URL



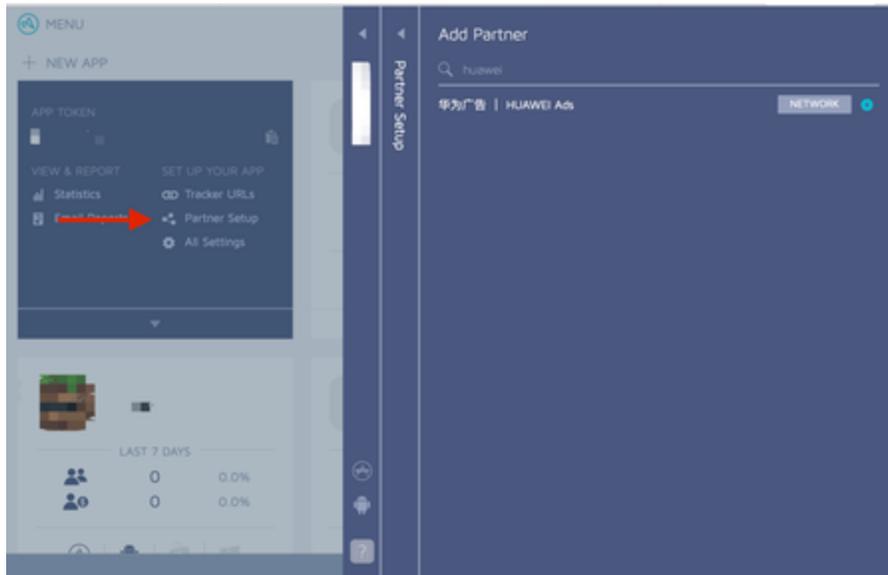
```
https://s2s.adjust.com/impression/cw3rq7b?campaign=__CID__&adgroup=__ADSETID__&creative=__ADID__&s2s=1&os_name=__OS__&click_id=__REQUESTID__&ip_address=__IP__&user_agent=__UA__&campaign_id=__CID__&creative_id=__ADID__&oid_lower_md5=__OAID1__&gps_adid_lower_md5=__AAID1__&huawei_campaign_id=__CID__&huawei_callback_url=__CALLBACK_URL__&huawei_callback_param=__CALLBACK__
```

EDIT

DONE

**HUAWEI Ads Module Activation**

- Go to Partner Setup -> Add Partner -> search for “ | HUAWEI Ads”



- Enter the Huawei Ads Account “SECRET KEY” to allow Adjust to send all **attributed installs** to Huawei Ads. You can find the KEY in HUAWEI App Tracking page with screenshots in the next section.

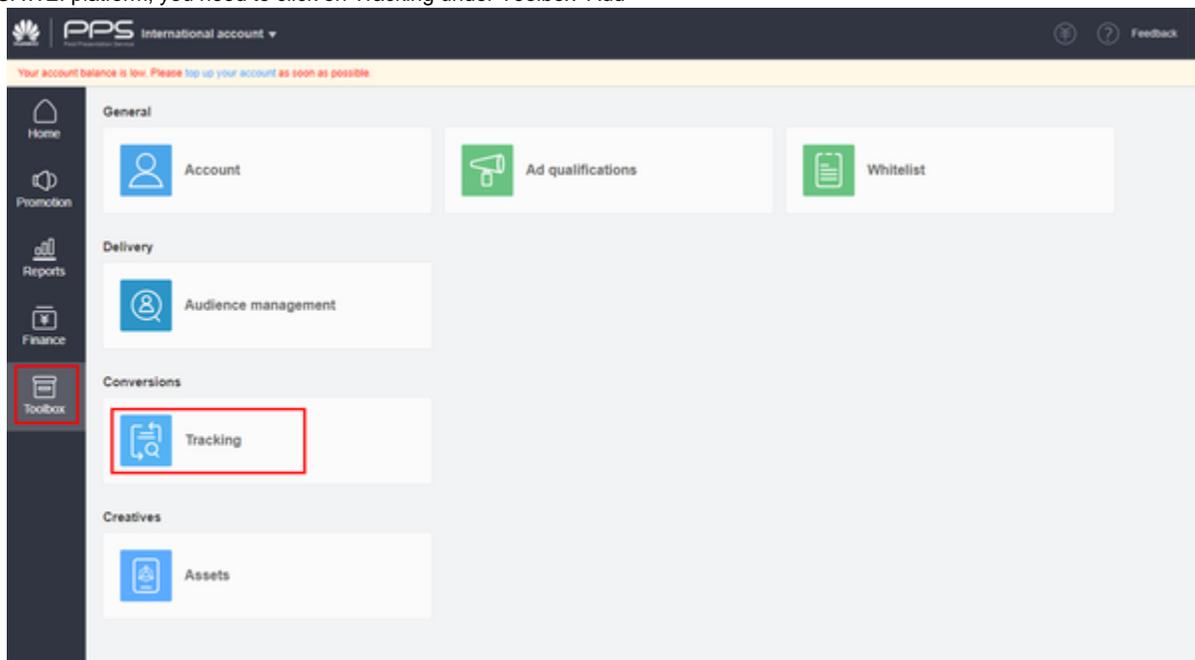


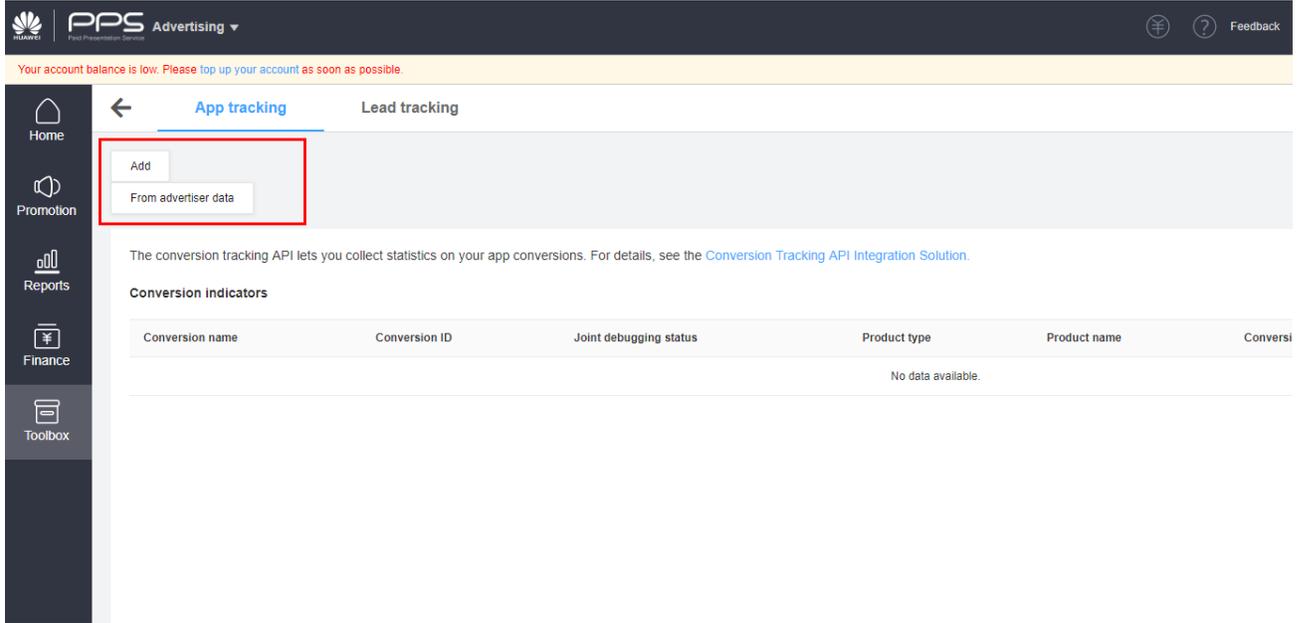
- Event linking lets Huawei Ads Platform receive app event data. You can only link each app event in Adjust to a predefined **Huawei event name**.



## HUAWEI Ads conversion test

- In HUAWEI platform, you need to click on Tracking under Toolbox Add

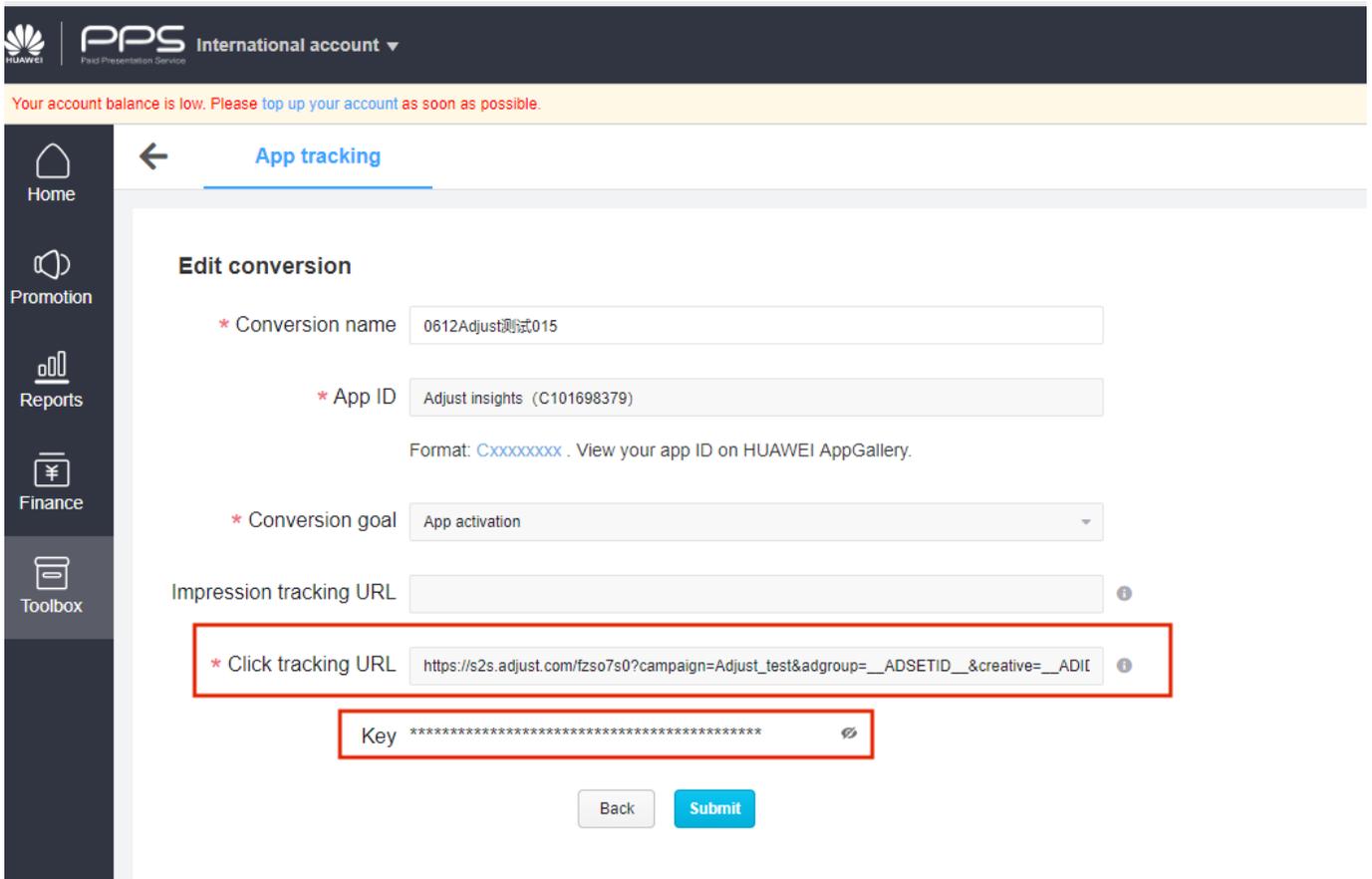




- Before going live, you will need to execute a conversion test at the very beginning. Please modify the click URL with `huawei_campaign_id=-1` as indicated by the code written in blue:

```
https://s2s.adjust.com/cw3rq7b?
campaign=__CID__&adgroup=__ADSETID__&creative=__ADID__&s2s=1&os_name=__OS__&click_id=__REQUESTID__&ip
_address=__IP__&user_agent=__UA__&campaign_id=__CID__&creative_id=__ADID__&oaid_lower_md5=__OAID1__&g
ps_adid_lower_md5=__AAID1__&huawei_campaign_id=-1&huawei_callback_url=__CALLBACK_URL__&huawei_callback_
param=__CALLBACK__
```

- Then you can setup a conversion test in HUAWEI's platform with the above click URL



- Use a fresh device to trigger the click install the app open the app. Once the conversion test is successful, you will see “Activated” status in the HUAWEI dashboard.

← [App tracking](#)

Add

The conversion tracking API lets you collect statistics on your app conversions. For details, see the [Conversion Tracking API Integration Solution](#).

Conversion indicators

Conversion name	Conversion ID	Joint debugging status	Product type	Product name	Conversion type	Created	Operation
0612Adjust测试015	35000378	Activated	Android app	Adjust insights (C101698379)	App activation	12 Jun 2020 09:08:59	<a href="#">Edit</a> <a href="#">Delete</a>

- Now, you can insert the original URLs generated from Adjust to HUAWEI Ads platform for live campaigns:

```
https://s2s.adjust.com/cw3rq7b?
campaign=__CID__&adgroup=__ADSETID__&creative=__ADID__&s2s=1&os_name=__OS__&click_id=__REQUESTID__&ip
_address=__IP__&user_agent=__UA__&campaign_id=__CID__&creative_id=__ADID__&oaid_lower_md5=__OAID1__&g
ps_adid_lower_md5=__AAID1__&huawei_campaign_id=__CID__&huawei_callback_url=__CALLBACK_URL__&huawei_call
back_param=__CALLBACK__
```

## HUAWEI Preinstall Campaign

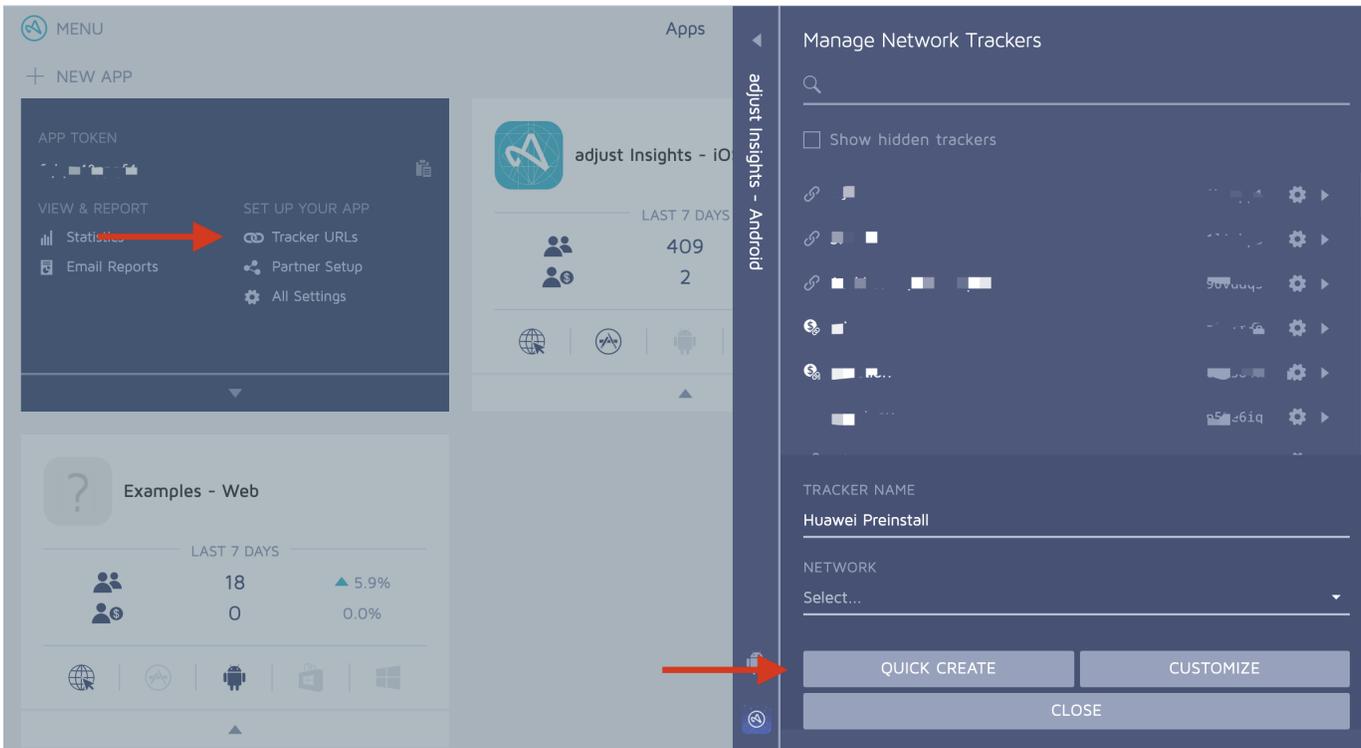
### Overview

HUAWEI is currently implementing System Property solution with Adjust (Preinstall Tracking), and this is still under development phase.

When the feature is live and ready to track HUAWEI preinstall campaigns, please provide HUAWEI the information below. No additional setup is required within the Adjust SDK.

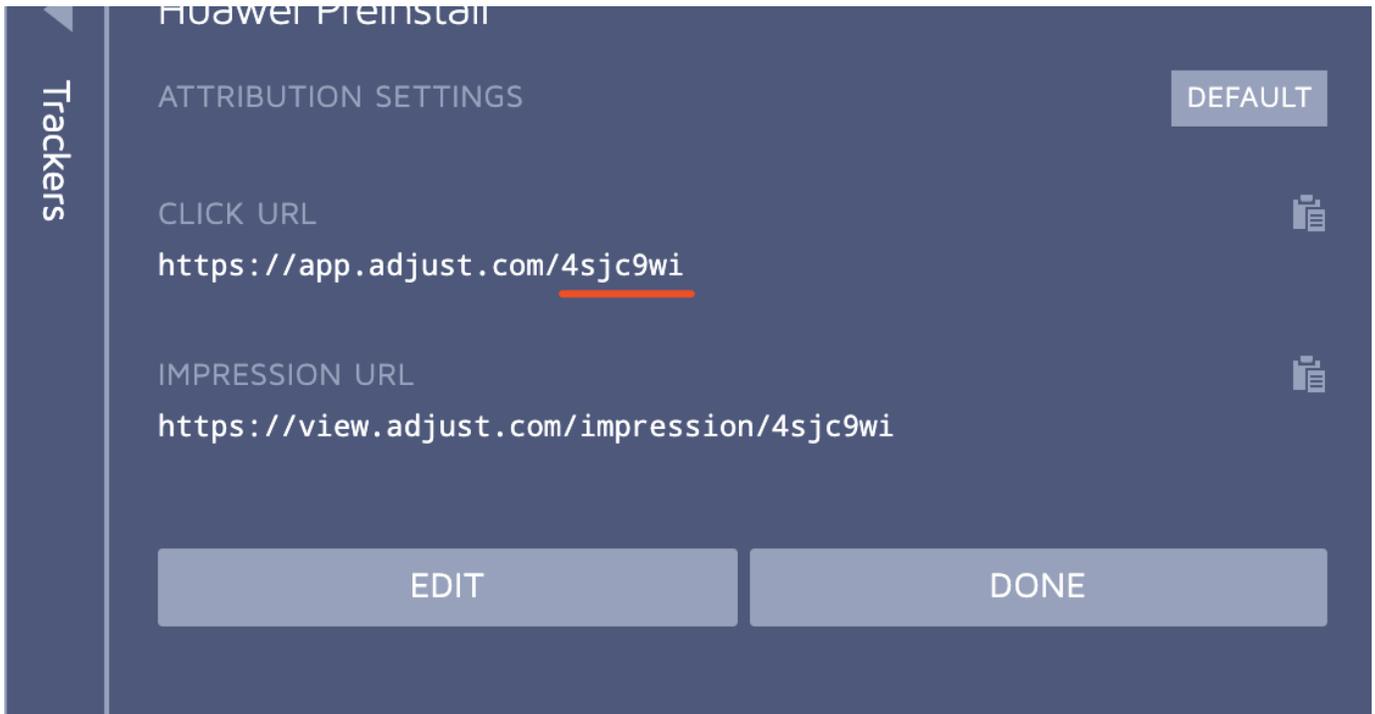
### Tracker Generation

- Go to Tracker URLs -> New Tracker -> enter a Tracker Name such as “Huawei Preinstall”



- Click on “QUICK CREATE”
- The CLICK and IMPRESSION URLs are generated as below.





- Pass the Adjust tracker token to HUAWEI. E.g., in the above screenshot, the tracker token is underlined as “4sjc9wi”.

### Campaign Structure and additional Parameters

We offer three levels of parameters below a network level tracker, which exposes the four levels of data segmentation to use in the reporting.

Here are some examples of the available campaign structure parameters which you can provide to HUAWEI. Accordingly, the Adjust SDK can track these campaign values upon App open:

- **“campaign”** : “DE\_store”
- **“adgroup”** : “DE\_adgroup”
- **“creative”** : “DE\_creative”

If you setup Raw Data Export in Adjust dashboard and intend to receive additional information from preinstall campaigns, we also provide the label parameter. You can retrieve the value from the Raw Data Export function via Adjust placeholder {label} . Below is an example you can provide to HUAWEI.

- **“label”** : “DE\_campaign\_Huawei”

### Callback Parameter

Moreover, Partner callback URLs can also be included, which will be facilitated by Adjust by sending callbacks. The supported callbacks are:

- **install\_callback**
- **session\_callback** (Not supported yet)
- **event\_callback\_token123** (Not supported yet)

## Adjust Click Redirect and the HUAWEI Referrer

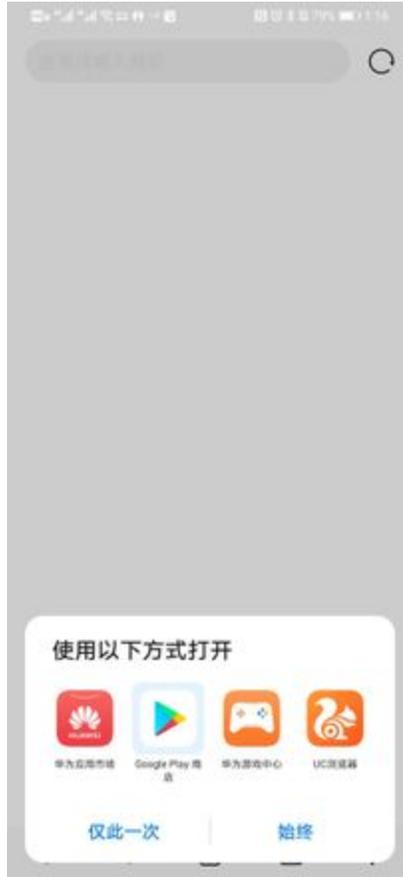
### Overview

When running a campaign outside the HUAWEI Ads Platform and targeting HUAWEI devices, you need to setup Adjust tracker URL properly. Please go through the section below for further details.

### Adjust Click Redirection

- **Adjust default redirection**

For Android device, Adjust redirects to `market://` path when user clicks on Adjust tracker URL, a pop-up window with available Apps will appear to let you choose and complete the action. And this is purely relying on the user's own preference.



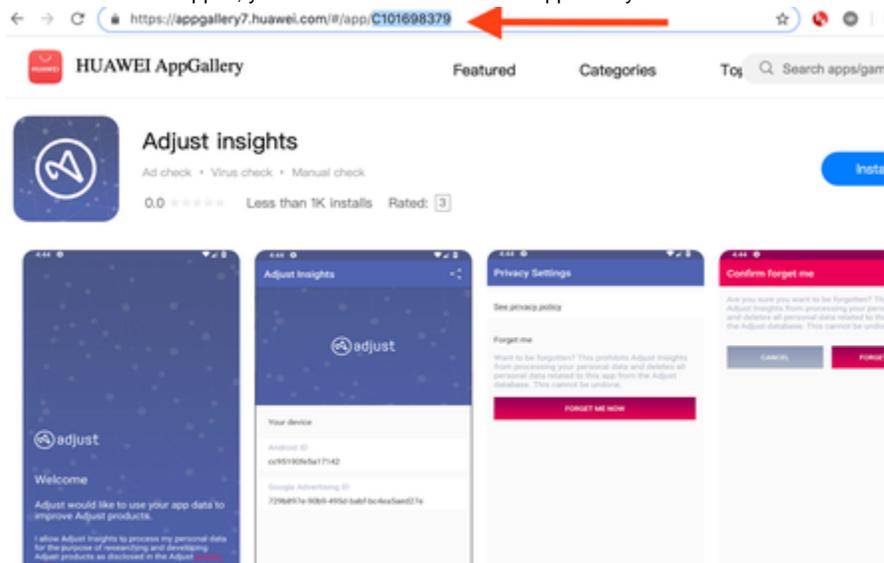
- **Enforcing redirection to HUAWEI AppGallery**

in order to redirect user to HUAWEI AppGallery directly, you need to append `redirect` parameter on Adjust tracker URL.

Two Scheme examples are:

- **AppGallery Cloud link:**  
`https://appgallery.cloud.huawei.com/ag/n/app/C101698379`
- **App scheme:**  
`hiapplink://com.huawei.appmarket?appId=C101698379`

Note: C101698379 is the HUAWEI AppID, you will find it within HUAWEI AppGallery.

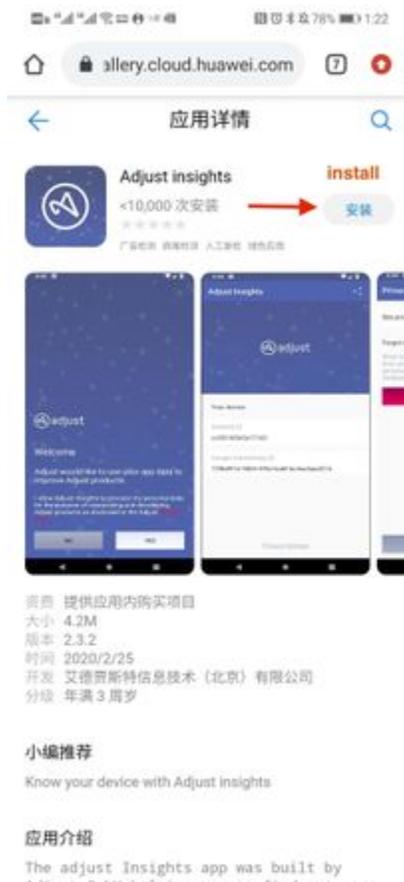




And then, you can append the Adjust redirect parameter with an encoded **AppGallery Cloud link**, for instance, and the Adjust tracking URL will look like this:

```
https://app.adjust.com/abc123?redirect=https%3A%2F%2Fappgallery.cloud.huawei.com%2Fag%2Fn%2Fapp%2FC101698379
```

With this URL, Adjust will redirect the user to the App download page like the screenshot below, and HUAWEI AppGallery will be opened when you click on the "Installation" button..



## HUAWEI Referrer

Similar to Google referrer. HUAWEI has its own referrer which Adjust can use for attribution purposes. As of V4.21.1, the Adjust SDK supports install tracking with HUAWEI Referrer on HUAWEI devices with Huawei AppGallery version 10.1.0 and higher. No additional integration steps are needed to start using the Huawei Referrer API. ([https://github.com/adjust/android\\_sdk/#qs-huawei-referrer-api](https://github.com/adjust/android_sdk/#qs-huawei-referrer-api))

Most importantly, the HUAWEI referrer can only be tracked when a user downloads an App within the HUAWEI AppGallery. To ensure a seamless workflow when you only target HUAWEI devices, the `redirect` parameter should be appended as explained in the section above.

Currently, Adjust only supports the following redirect schemes for tracking with HUAWEI Referrer:

- `market://`
- `appstore.huawei.com`
- `appgallery.cloud.huawei.com`
- `appmarket`
- `hiaplank`

For more information, please see this list of available redirection URLs / app schemes supported by HUAWEI. <https://developer.huawei.com/consumer/cn/doc/development/AppGallery-connect-Guides/appgallery-referrer-createlink>