HUAWEI – Adjust Integration

- HUAWEI Ads Integration
    - Overview
    - OAID implementation
    - Tracker Generation
    - HUAWEI Ads Module Activation
    - HUAWEI Ads campaign setup (Global)
- HUAWEI Preinstall Campaign
    - Overview
    - Tracker Generation
    - Campaign Structure and additional Parameters
    - Callback Parameter
- Adjust Click Redirect and the HUAWEI Referrer
    - Overview
    - Adjust Click Redirection
    - HUAWEI Referrer

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)

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

Tracker Generation

- Go to Tracker URLs -> New Tracker -> Enter Tracker Name and link to "华为广告 | Huawei Ads".
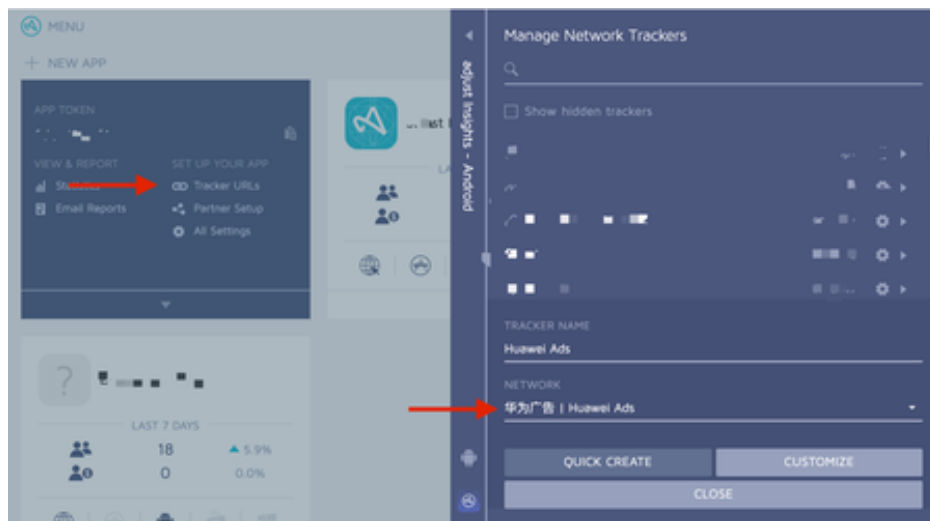
- Click on CUSTOMIZE -> CREATE
- The CLICK and IMPRESSION URLs will be generated respectively

URL template (Global):

- **Click**
  - https://s2s.adjust.com/xxxxxx?campaign=__CNAME__%20%28__CID__%29&adgroup=__ADSETNAME__%20%28__ADSETID__%29&creative=__ADNAME__%20%28__ADID__%29&s2s=1&os_name=__OS__&click_id=__REQUESTID__&ip_address=__IP__&user_agent=__UA__&campaign_id=__CID__&creative_id=__ADID__&oaid_lower_md5=__OAID1__&gps_adid_lower_md5=__AAID1__&huawei_campaign_id=__CID__&huawei_callback_url=__CALLBACK_URL__&huawei_callback_param=__CALLBACK__

- **Impression**
  - https://s2s.adjust.com/impression/xxxxxx?campaign=__CNAME__%20%28__CID__%29&adgroup=__ADSETNAME__%20%28__ADSETID__%29&creative=__ADNAME__%20%28__ADID__%29&s2s=1&os_name=__OS__&click_id=__REQUESTID__&ip_address=__IP__&user_agent=__UA__&campaign_id=__CID__&creative_id=__ADID__&oaid_lower_md5=__OAID1__&gps_adid_lower_md5=__AAID1__&huawei_campaign_id=__CID__&huawei_callback_url=__CALLBACK_URL__&huawei_callback_param=__CALLBACK__

Note: **xxxxxx** the network level tracker and it's unique per App.

HUAWEI Ads Module Activation

- Go to Partner Setup -> Add Partner -> search for "华为广告 | HUAWEI Ads"
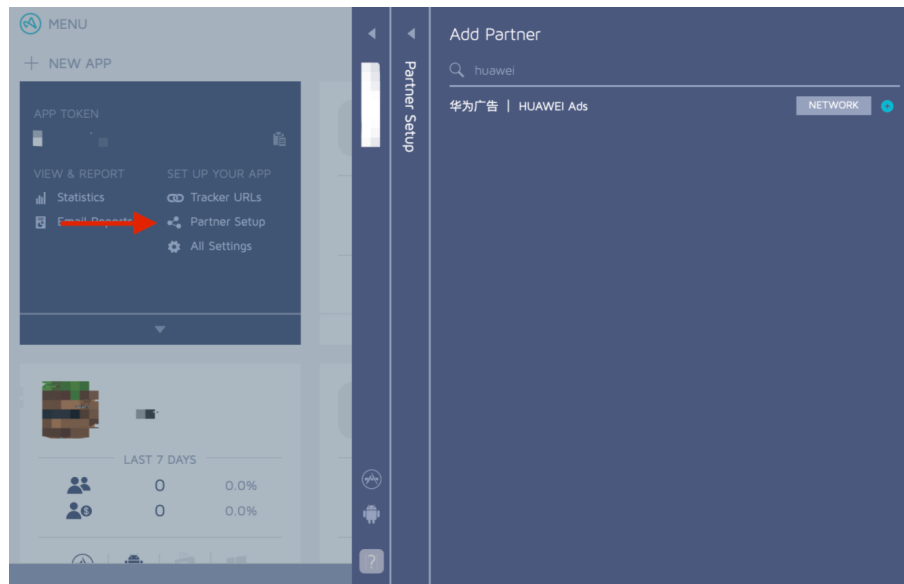
- Enter the Huawei Ads Account "SECRET KEY" to allow Adjust to send all **attributed installs** to Huawei Ads. You can find the KEY in HUAWEI App Tracking page with screenshots in the next section.

- 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**.
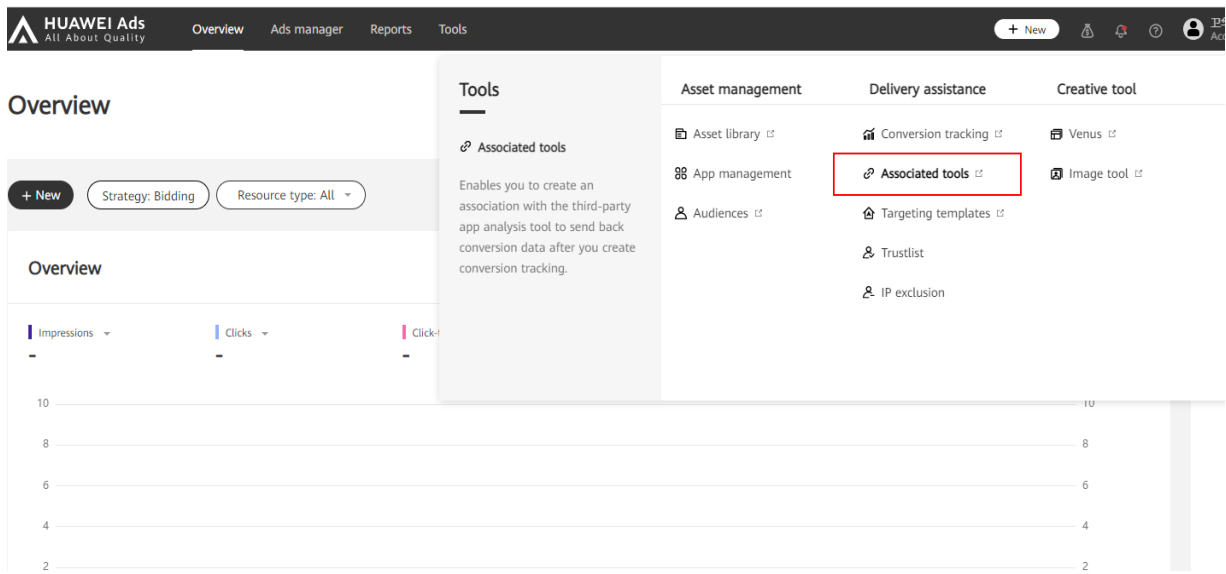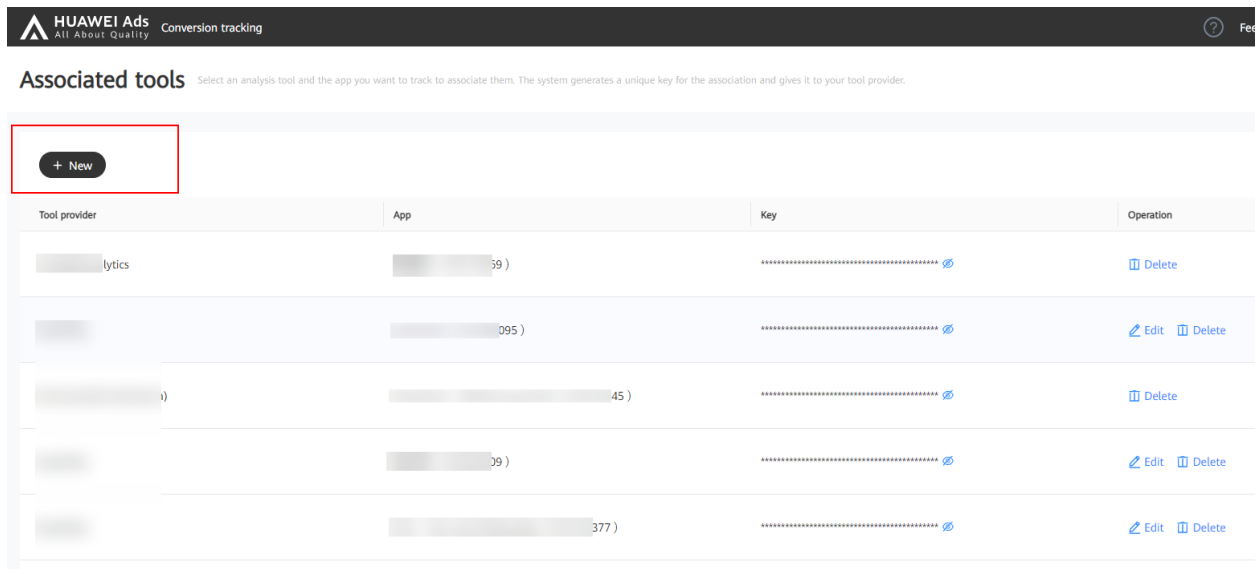
HUAWEI Ads campaign setup (Global)

- In HUAWEI platform, you need to click on **Tools → Associated tools → New** to create the associations

- Select "Adjust" as the **Tool Provider** and fill in the **Impression tracking URL** and **Click tracking URL** .

- Submit it and then you can find the **Huawei Secret Key**, which you need to insert into Adjust dashboard.

- Perform a test conversion before campaigns going live. 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.

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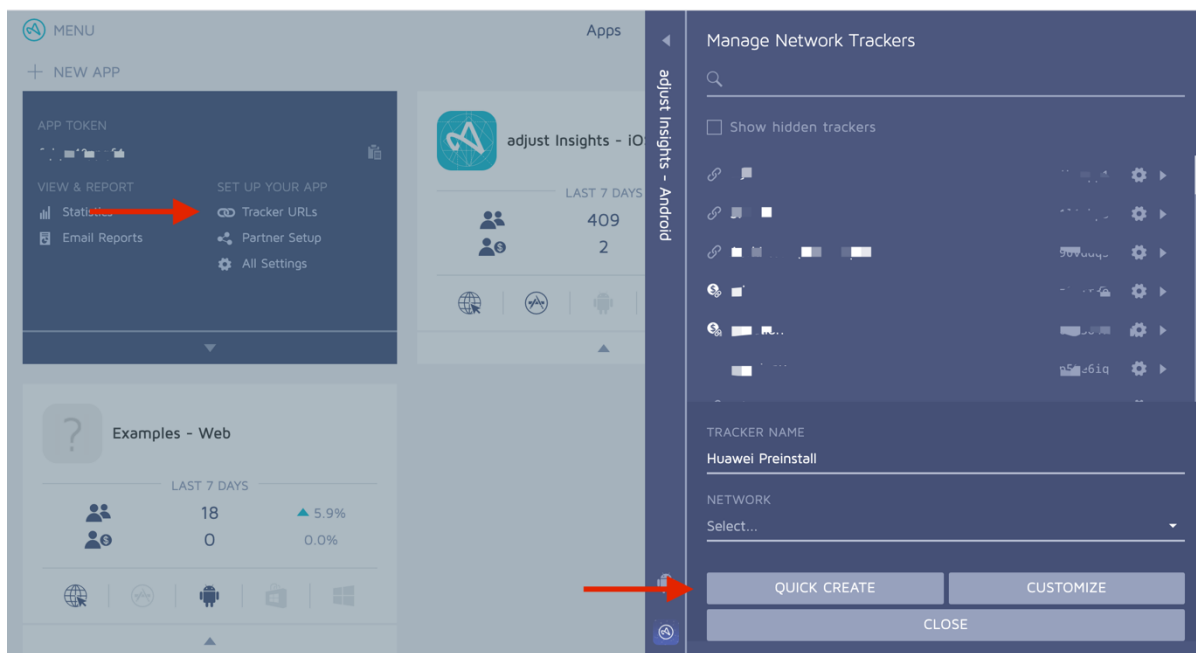
- Click on "QUICK CREATE"
- The CLICK and IMPRESSION URLs are generated as below.

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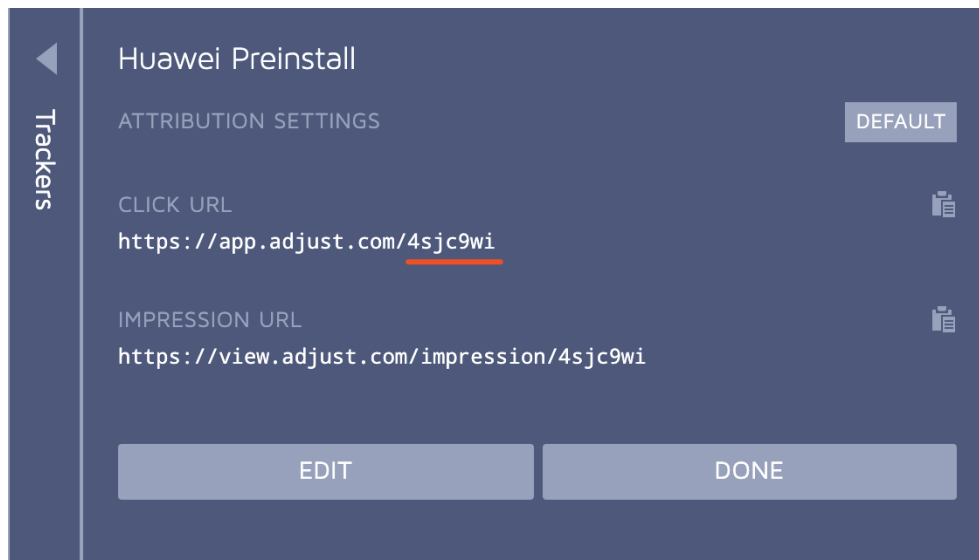
If you setup Raw Data Export in Adjust dashboard and intend to receive additional information from preinstall campaigns, we also provide the label parameter. You can retrieve the value from the Raw Data Export function via Adjust placeholder {label} . Below is an example you can provide to HUAWEI.

- "**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.
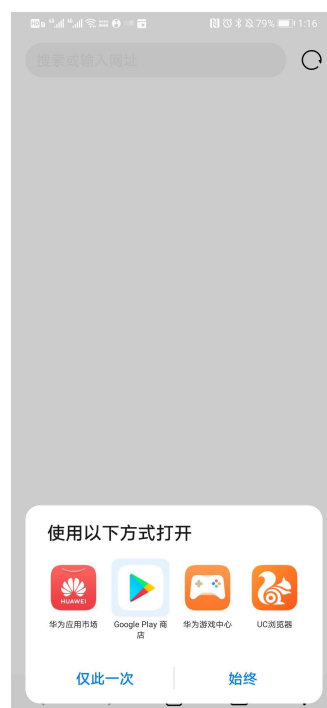
- **Enforcing redirection to HUAWEI AppGallery**

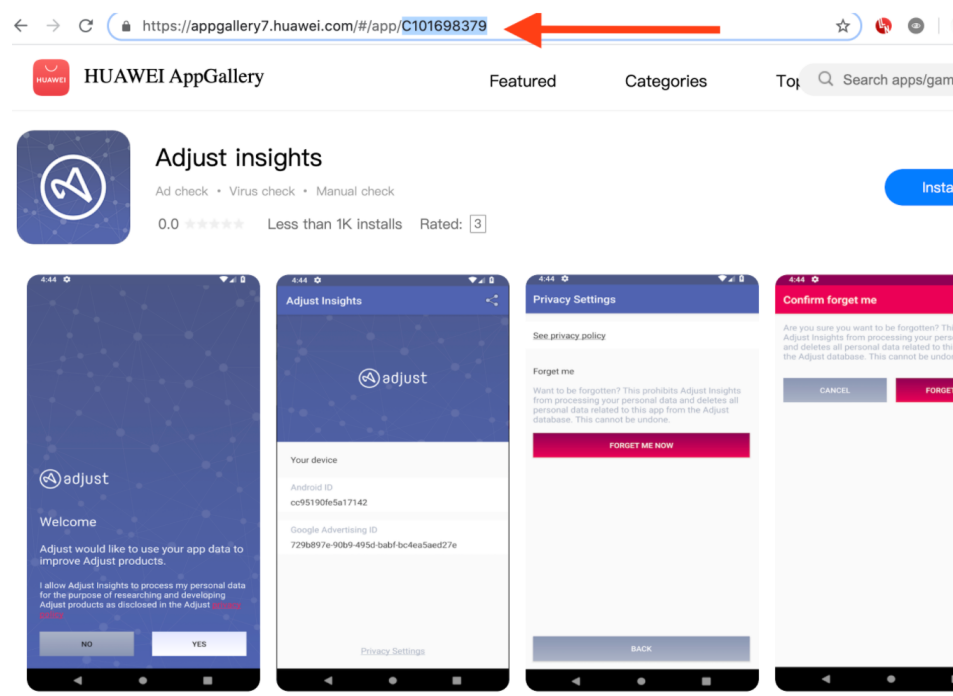 in order to redirect user to HUAWEI AppGallery directly, you need to append redirect parameter on Adjust tracker URL.

  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..
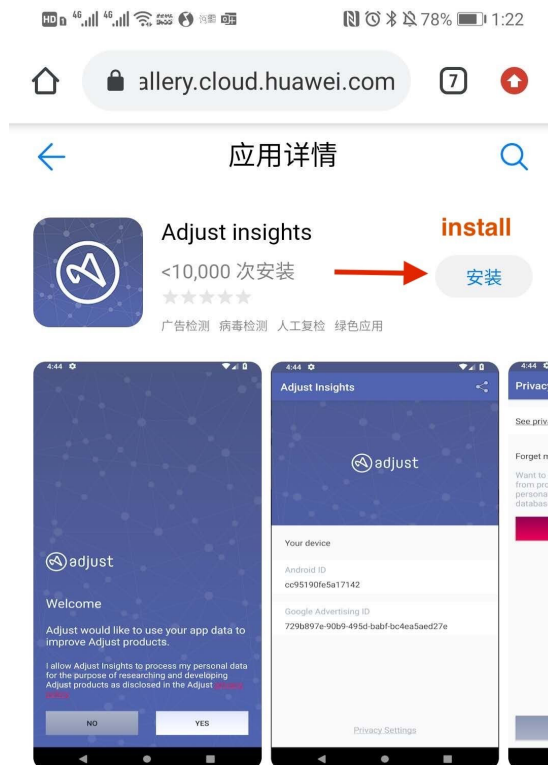
HUAWEI Referrer

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)

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, theredirect 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
- hiapplink

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