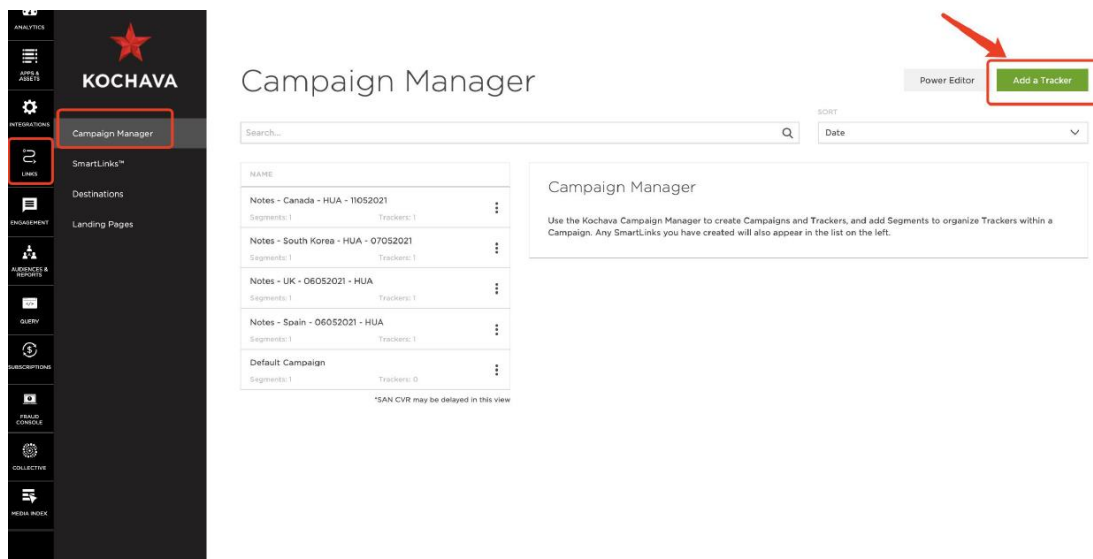


HUAWEI Ads – Отслеживание конверсий с помощью Kochava

1. Создайте трекер для HUAWEI Ads.

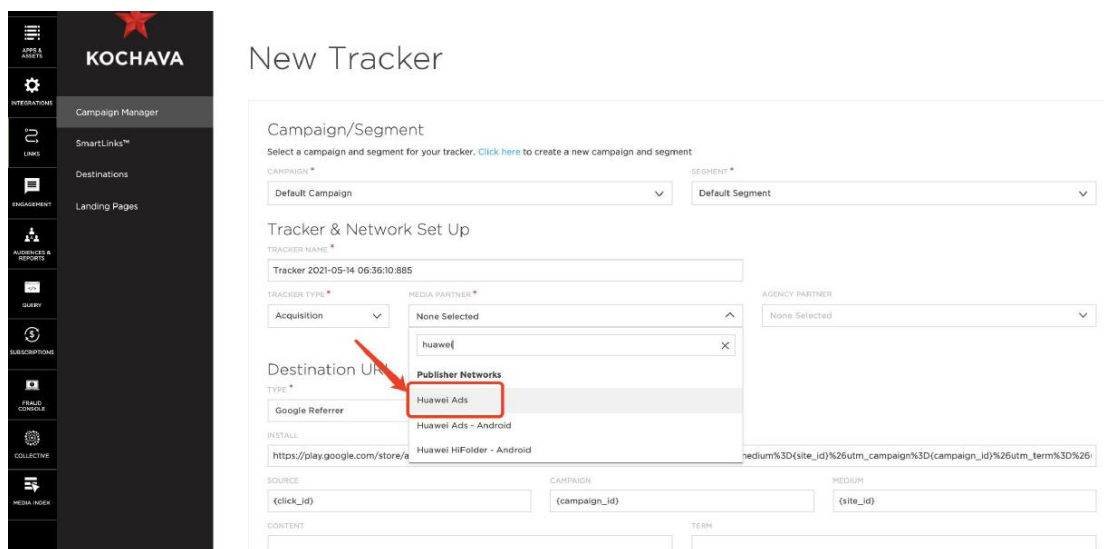
a) Войдите в Kochava и перейдите в раздел **LINKS > Campaign Manager**.



The screenshot shows the Kochava Campaign Manager interface. On the left is a dark sidebar with navigation icons and labels: ANALYTICS, APPS & ASSETS, INTERACTIONS, LINKS (highlighted), Destinations, Landing Pages, ENGAGEMENT, AUDIENCES & REPORTS, QUERY, SUBSCRIPTIONS, FRAUD CONSOLE, COLLECTIVE, and MEDIA INDEX. The main area is titled 'Campaign Manager' and contains a search bar, a 'Power Editor' button, and a green 'Add a Tracker' button highlighted with a red box and an arrow. Below is a table of campaigns and segments:

NAME	Segments	Trackers
Notes - Canada - HUA - 11052021	1	1
Notes - South Korea - HUA - 07052021	1	1
Notes - UK - 06052021 - HUA	1	1
Notes - Spain - 06052021 - HUA	1	1
Default Campaign	1	0

b) На отображившейся странице нажмите **Add a Tracker** и для параметра **MEDIA PARTNER** выберите опцию **Huawei Ads** (но не **Huawei Ads - Android**).



The screenshot shows the 'New Tracker' configuration page in Kochava. The left sidebar is the same as in the previous screenshot. The main content area is titled 'New Tracker' and shows the configuration form. A red box highlights the 'Huawei Ads' option under the 'Destination UK' section.

Campaign/Segment
Select a campaign and segment for your tracker. [Click here](#) to create a new campaign and segment.

CAMPAIGN *
Default Campaign

SEGMENT *
Default Segment

Tracker & Network Set Up

TRACKER NAME *
Tracker 2021-05-14 06:36:10:885

TRACKER TYPE *
Acquisition

MEDIA PARTNER *
None Selected

AGENCY PARTNER
None Selected

Destination UK

TYPE *
Google Referrer

INSTALL
<https://play.google.com/store/a>

SOURCE
(click_id)

CAMPAIGN
(campaign_id)

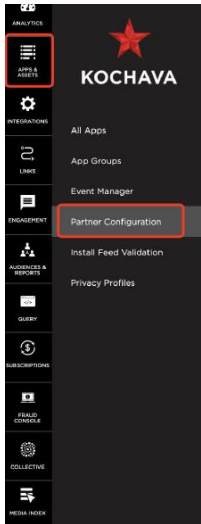
MEDIUM
(site_id)

CONTENT

TERM

2. Настройте обратную отправку данных в HUAWEI Ads.

a) Перейдите в раздел **APPS & ASSETS > Partner Configuration** и нажмите **Add a Configuration**.



Partner Configuration

Tools ▼ **Add a Configuration**

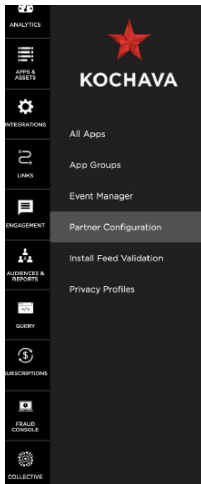
Search... PARTNER TYPE: All (4) TYPE: Advertiser SORT: Name (A-Z)

NAME	STATUS	
_Install Postback Custom	Postback Delivery Suspended	⋮
_Install Postback Custom	Fully Configured	⋮
Huawei Ads - Android Network	Fully Configured	⋮
Kayzen - Android Network	Fully Configured	⋮

Partner Configuration

The Partner Configuration page enables the easy authentication with partners. Depending on the partner, different authentication information may be required.

- b) На отобразившейся странице для параметра **MEDIA PARTNER** выберите опцию **Huawei Ads** (но не **Huawei Ads - Android**) и нажмите **Go**.



New Configuration

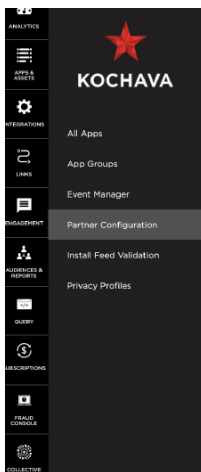
CREATE FOR AGENCY

MEDIA PARTNER: **Huawei Ads** 1 ▼ - OR - CUSTOM POSTBACK: None Selected ▼

*****DO NOT select Huawei Ads - Android**

Cancel **Go**

- c) На этой странице нажмите на значок в виде трех точек рядом с событием **Install** и выберите **Edit**.



Huawei Ads



Search... FILTER BY: All SORT: Name (A-Z)

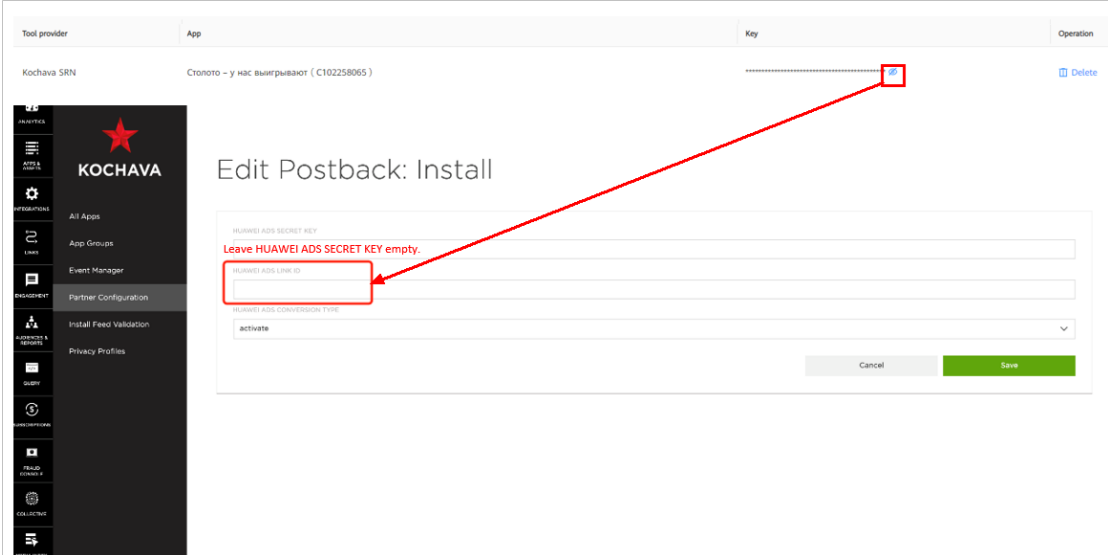
NAME	STATUS	
Install	Configured Postback	Edit Disable
SessionBegin	Active Event	

Getting Started

Kochava-Certified Postbacks allow Kochava users to send a real-time feed of installs and in-app events to a Kochava-Certified partner. The endpoints and parameters included in these postbacks are defined within the integration, and managed by Kochava in conjunction with each specific partner. The Kochava-Certified Postback is the easiest way to establish a postback and should be used as the default method.

- d) На этой странице не заполняйте поле **HUAWEI ADS SECRET KEY**, в поле **HUAWEI ADS LINK ID** укажите ключ от HUAWEI Ads и выберите **activate** для параметра **HUAWEI ADS CONVERSION TYPE**. Нажмите **Save**.

Чтобы получить ключ в HUAWEI Ads, откройте раздел **Analytics association** в HUAWEI Ads и нажмите  в колонке **Ключ** напротив приложения для отслеживания. Отобразится ключ, скрытый под звездочками. Затем нажмите , чтобы скопировать ключ в Kochava.



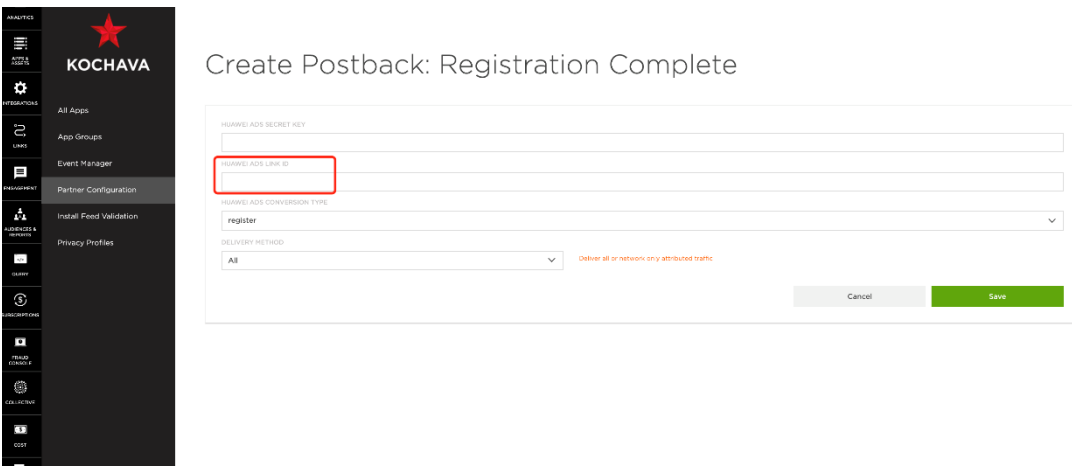
The screenshot shows the 'Edit Postback: Install' configuration page in the Kochava interface. The page has a sidebar on the left with various navigation options. The main content area contains a form with the following fields:

- HUAWEI ADS SECRET KEY**: A text input field that is currently empty. A red box highlights this field, and a red arrow points from a key icon in the top right corner of the page to this field.
- HUAWEI ADS LINK ID**: A text input field containing a key value.
- HUAWEI ADS CONVERSION TYPE**: A dropdown menu with 'activate' selected.

At the bottom of the form, there are 'Cancel' and 'Save' buttons.

- e) Чтобы отправить событие в HUAWEI Ads, найдите событие в разделе **Partner Configuration > Huawei Ads**, нажмите на значок с тремя точками рядом с событием и выберите **Edit**. На этой странице не заполняйте поле **HUAWEI ADS SECRET KEY**, в поле **HUAWEI ADS LINK ID** укажите ключ от HUAWEI Ads и укажите нужную конверсию из HUAWEI Ads для параметра **HUAWEI ADS CONVERSION TYPE**. Нажмите **Save**.

Подробнее о соответствии значений для параметра **HUAWEI ADS CONVERSION TYPE** и конверсий в HUAWEI Ads см. в разделе [Данные конверсии](#).



The screenshot shows the 'Create Postback: Registration Complete' configuration page in the Kochava interface. The page has a sidebar on the left with various navigation options. The main content area contains a form with the following fields:

- HUAWEI ADS SECRET KEY**: A text input field that is currently empty.
- HUAWEI ADS LINK ID**: A text input field containing a key value. A red box highlights this field.
- HUAWEI ADS CONVERSION TYPE**: A dropdown menu with 'register' selected.
- DELIVERY METHOD**: A dropdown menu with 'All' selected.

At the bottom of the form, there are 'Cancel' and 'Save' buttons.