Tracking Your Own Traffic with a Custom Channel (Landing Pages, QR Codes, Email, Influencers)

Channel Setup · https://tenjin.com/docs/custom-channel-own-traffic/

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When to use this guide

Use this guide when the traffic you want to track doesn't come from an ad network that Tenjin integrates with, but from your own promotion, for example:

- A "Download" button on your website or landing page
- QR codes on posters, packaging, or other offline materials
- Download links in emails, text messages, or community posts
- Influencer or KOL campaigns

The setup is the same in every case. Create a **custom channel** in Tenjin, create a **campaign** under that channel, and replace your app store link with the campaign's **tracking link**. When a user clicks the link or scans the code, Tenjin records the click and redirects the user to the app store. Once the user installs and opens the app for the first time, Tenjin attributes the install to that campaign.

Before you start

- **Your app is added to the Tenjin dashboard.** iOS and Android are separate apps in Tenjin, so if you're promoting on both platforms, add both. See Add Apps.
- **Your live app version has the Tenjin SDK integrated.** Without install data from the SDK, Tenjin can't attribute installs. See Add the Tenjin SDK.

Step 1: Create a custom channel

1. Go to **CONFIGURE -> Channels** and click **Add a Channel**.
2. Select **Integrate a Custom Channel**.
3. Enter a name for the channel and save.

Name the channel after the promotion method so it's easy to spot in your reports, for example "Website", "Offline QR", or "Email". For more details, see Add Channels – Custom Channels.

Step 2: Create a campaign

1. Go to **CONFIGURE -> Campaigns** and click **Create Campaign**.
2. Select the custom channel you created in Step 1.
3. Select the app you want to promote, enter a campaign name, and save.

Each campaign belongs to a single app, which means a single platform. If you're promoting on both iOS and Android, create two campaigns, for example "Offline QR - iOS" and "Offline QR - Android".

To compare different placements (for example, poster A vs. poster B), you can add a `site_id` parameter to the tracking link, such as `&site_id=poster_a`, and group your report by Site. If you also want to see ROI for each placement, create a separate campaign for each one instead, since spend is tracked at the campaign level.

For more details, see Custom Channel Setup and Create Campaign and Tracking Links.

Step 3: Copy the tracking link

Once the campaign is created, open it. You'll see two links: a Click Tracking URL and an Impression Tracking URL. Copy the **Click Tracking URL**. You'll use it in the next step to replace your app store link.

The Impression Tracking URL doesn't redirect users to the app store, so a QR code or button that uses it will never reach the store.

Step 4: Put the tracking link where users click or scan

Important: The tracking link must be the link users actually open when they click or scan. If users end up downloading through a direct app store link, Tenjin never sees the click and the install is

counted as organic.

Choose the option that matches how you promote your app.

Option A: Download buttons on a landing page

- **Separate iOS and Android buttons:** Replace each button's link with the tracking link from the matching platform's campaign.
- **One download button that redirects based on the user's OS:** In your redirect code, replace the two app store URLs with the two platforms' tracking links.

Option B: A QR code that goes straight to the app store (no landing page)

A QR code can hold only one link, but Tenjin gives you one tracking link per platform. To get around this, use a short link that redirects users based on their device's OS:

1. Create a new link in a link-shortening tool such as Short.io or AppURL.
2. Set the iOS tracking link as the iOS destination and the Android tracking link as the Android destination.
3. Generate the QR code from this short link.

When a user scans the code, the short link opens the Tenjin tracking link for their platform, which then redirects them to the right app store. For step-by-step instructions, see Influencer Campaigns – Using Short.io or AppURL to redirect to the proper platform.

Option C: A QR code that opens a landing page first

Put your landing page URL in the QR code. You don't need a tracking link in the QR code itself. Set up the download buttons on the landing page as described in Option A.

Email, text messages, and influencer campaigns

These work the same way: use the tracking link wherever you'd normally put a download link. If you're only reaching users on one platform, use that platform's tracking link. If you don't know which OS your users are on, use a redirect short link as described in Option B.

For influencer campaigns, give each influencer their own link (a separate campaign or channel) so you can see the installs each one drives in your reports.

Step 5: Test before you launch

1. Use a device that has never had the app installed. If you reinstall the app on a device that had it before, the install may be treated as a reinstall rather than a new install.
2. Click the link or scan the QR code and check that you land on the correct app store page.
3. Install the app, then open it for the first time.
4. After a short while, check **Installs** for the campaign in your dashboard to confirm the test install was attributed to it.

FAQ

Why are some installs from QR code scans counted as organic?

It depends on the platform:

- **Android:** Custom channel tracking links add an install referrer to the Google Play link, and Tenjin uses it to match the install to the click. This requires Google's Install Referrer library in your app. Without it, installs can't be matched and show up as organic.
- **iOS:** Scans and web clicks don't pass the IDFA, so Tenjin matches clicks to installs based on signals such as the IP address. This uses a click window of 24 hours by default (up to 3 days), and it can be turned off per app. Installs that happen outside the window, or in an app where it's turned off, show up as organic. See Attribution Window Setup.

Can I see spend and ROI for a custom channel?

Yes. Custom channels don't have a spend API, but you can upload spend manually using Tenjin's CSV template (for example, influencer fees or printing costs). See Add Channels – Custom Channels.

Where can I see the data in the dashboard?

Group your report by channel or campaign to see installs and post-install metrics for each custom channel and each campaign.

Please contact support@tenjin.com if you run into any issues with this setup.