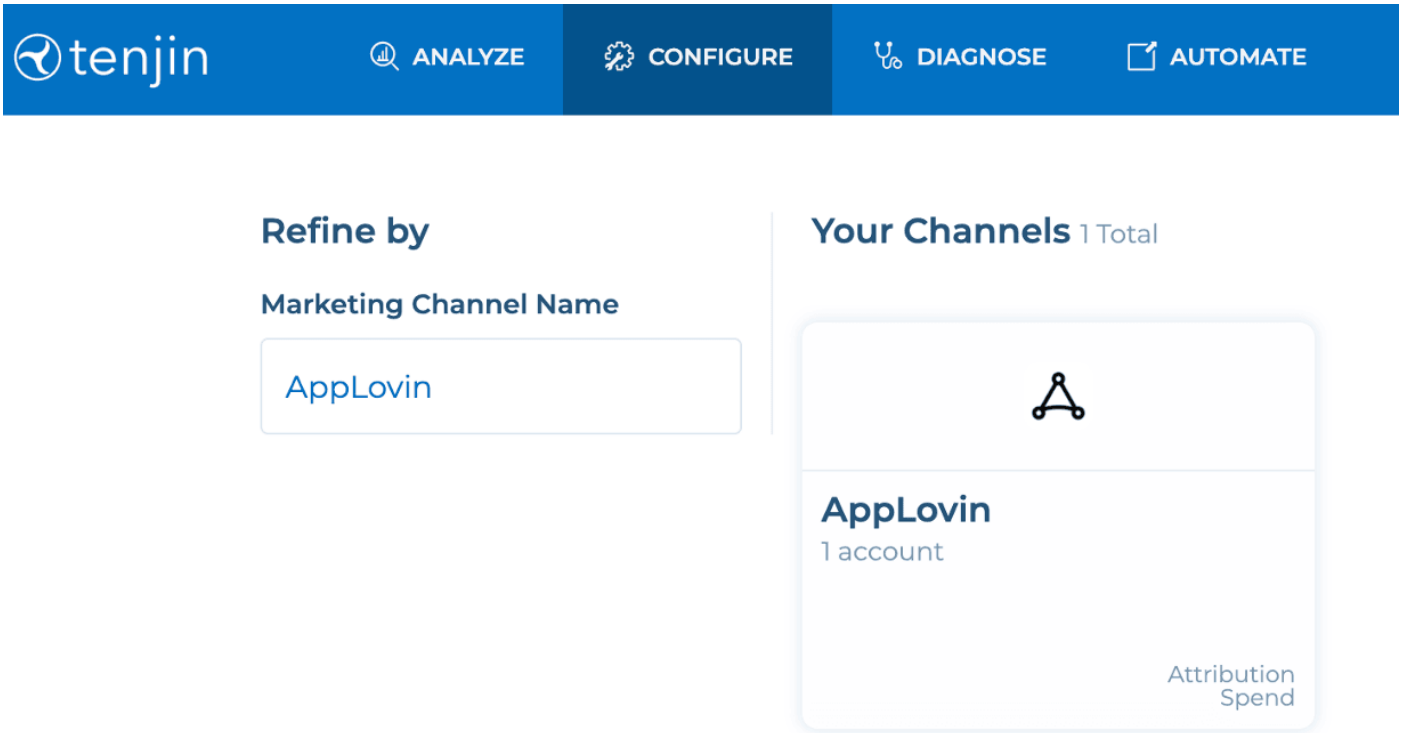
AppLovin Ads Setup

Channel Setup · https://tenjin.com/zh/docs/applovin-setup/

How to set up AppLovin campaigns

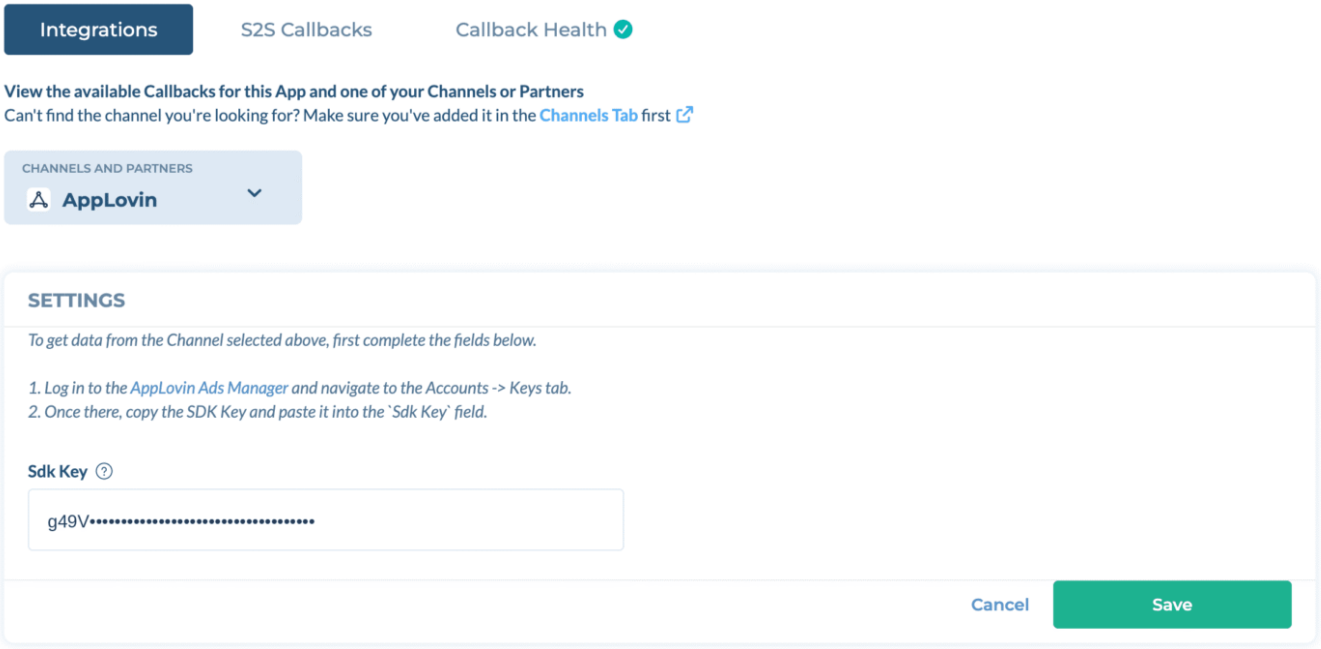
1. Make sure you have add your AppLovin account in the Channels tab. If you haven't added it yet, please follow the instruction here.



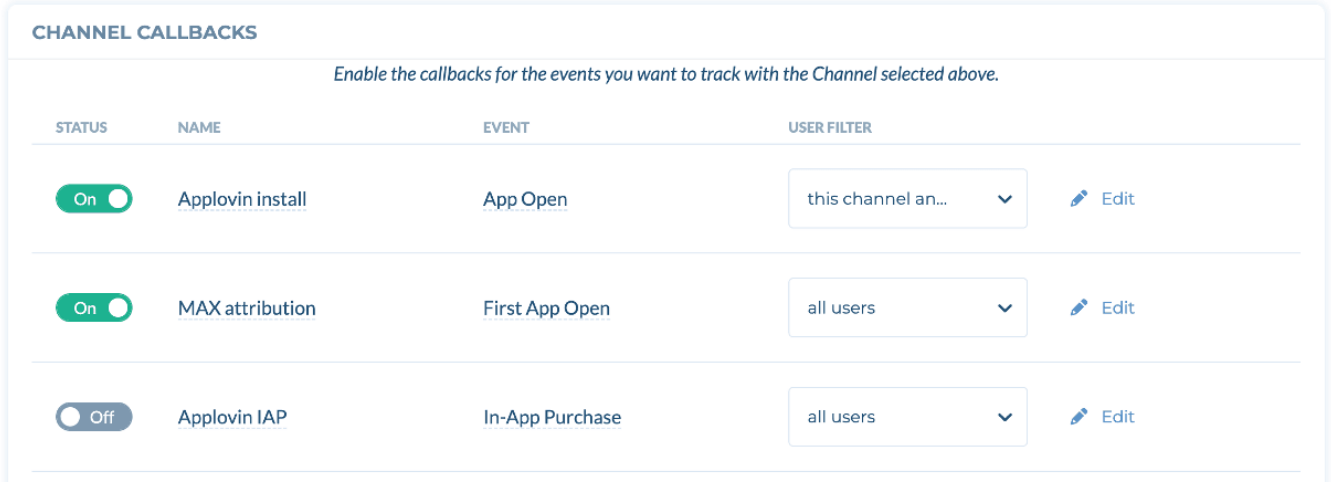
2. Go to the Campaigns tab, select your AppLovin account and create a campaign. If this is the first time you are creating a campaign for the app, you will see a message saying "callback to be created". Click the link there to setup your install callback.



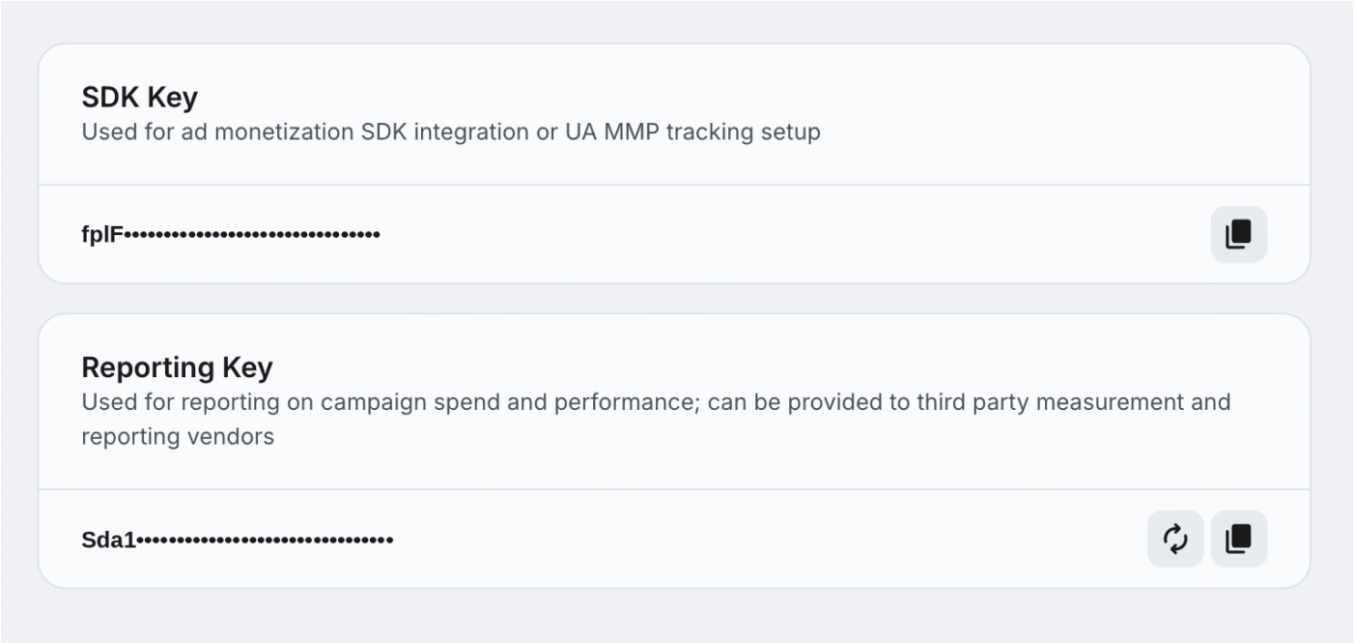
3. On the next page, Select AppLovin in the Channels and Partners drop-down. Enter SDK key and click Save.



4. Toggle ON the AppLovin install callback and other callbacks as needed.



You can obtain AppLovin SDK Key from Applovin Ads Manager (Accounts -> Keys -> SDK Key).

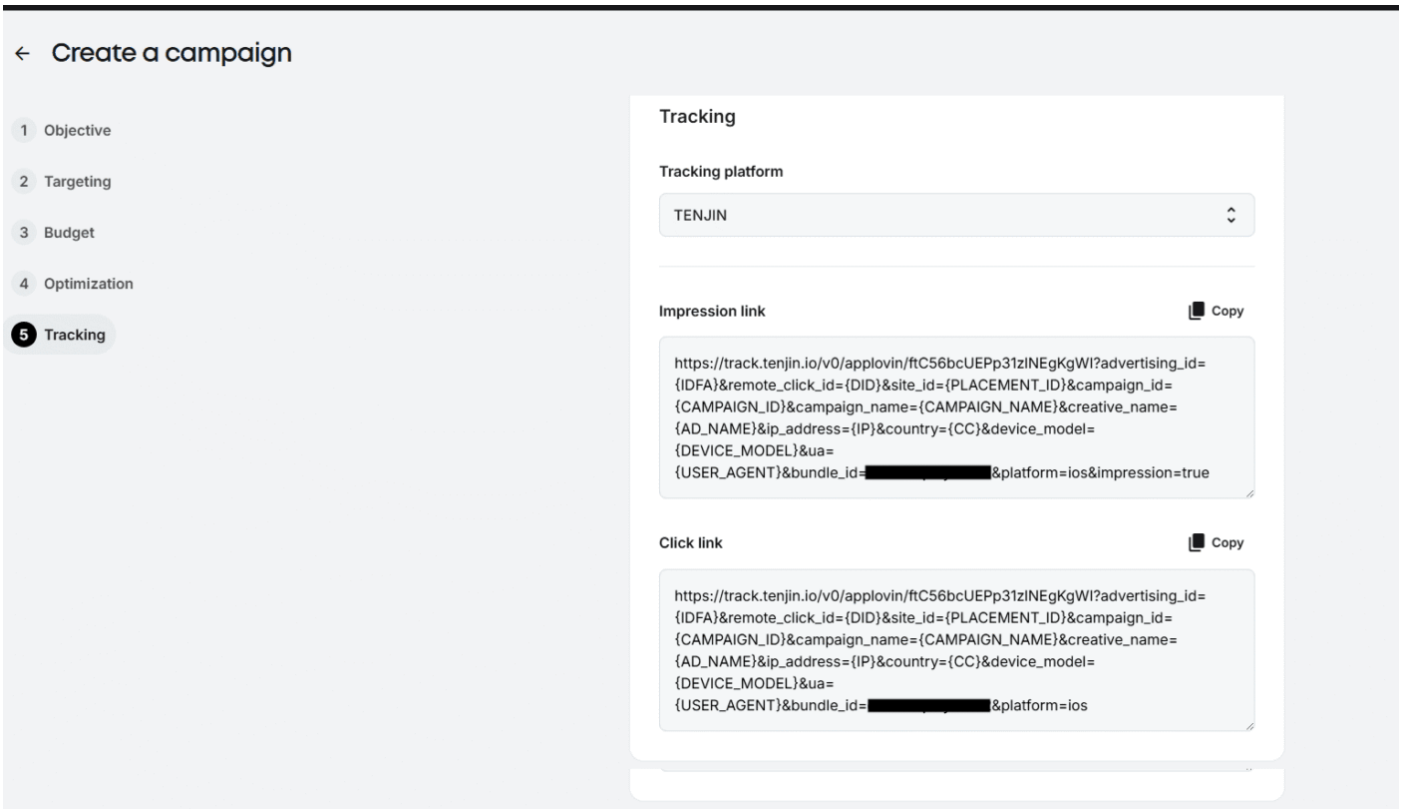


5. Once you save the callback, you can see click and impression tracking URL for Axon by AppLovin on the campaign page as below.



6. On AppLovin dashboard, under 'Create a Campaign' click on the 'Tracking' Tab in step 5 and set Tenjin as your Tracking platform. Then, insert the click and impression tracking URL for the

campaign.



For AppLovin, tracking links may sometimes need to be manually updated by your Applovin Account Manager. Please check with your Applovin Account Manager if required.