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Media release

New iOS6 Productview app advertising traps could lead us back to the dark ages

- **New iOS6 Productview in app adverts allow users to buy within apps – no redirections allowing a better user experience**
- **No URL redirect to the Apple App Store means current app advertising fingerprint analytics won't work**
- **Advancements over the past months in app advertising transparency could be lost**
- **A solution has been proposed by adeven but it relies on advertising networks installing a 'callback' feature in their SDK**
- **Technical information about how to implement a callback URL for SKStoreProductView can be found on adeven's Github site: <https://github.com/adeven/iOS6AdTracking>.**

With the enthusiasm for new app advertising available through iOS6 SKStoreProductView promising higher conversion rates, tracking could be forgotten, leaving advertising agencies scratching their heads at missing analytics.

SKStoreProductView advertising enables customers to buy within an app, without being redirected to the Apple App Store. This means the traditional URL redirect, a key step in current app tracking, is removed from the purchasing process.

The CEO of adeven, a leading mobile ad analytics company, Christian Henschel explains what this means it means for advertisers.

“Companies are starting to develop new adverts using SKStoreProductView with enhanced user experience and initial results show conversion rates up to five times higher,” Christian said. “This is exciting for the advertising industry, but without developing a new way of tracking app adverts to provide real time campaign data, we will be back in the dark ages.”

Over the past year we have seen the advertising industry start to move forward with analytics and proof points for advertising. SKStoreProductView could set back this beneficial industry development.

“Analytics mean that advertising spend can be justified and clients can see the actual return on investment,” Christian said. “Without the click through to the App Store, tracking data using the traditional method will not work. Without a redirect URL, advertisers using a fingerprinting tracking system will be faced by a dark void, where once there was essential data on consumer behaviour.”

A solution has been proposed by adeven. Chief Technical Officer and co-founder of adeven, Paul Müller discusses the details.

“We need a new wave of SDK to be developed with a callback feature to ensure advertisers are going to be able to get accurate reports for their clients,” Paul said.

The callback URL code needs to be implemented by the advertising network into their SDK.

“The callback is like letting someone know that you are there,” Paul explained. “It generates an identifier without needing to be redirected through a website. The user experience for SKStoreProductView is maintained, while allowing advertisers to continue to track their campaigns in real time.”

“Without the new tracking being put in place by the advertising networks, all the great conversions from the new style advert just wouldn’t be tracked and that means no transparency and no impressive reports for the client,” Christian added.

adeven are offering advertising networks a sample implementation of callback URL for the new SKStoreProductView.

For more information visit www.adeven.com, follow @adevenCom on Twitter or connect on Facebook at www.facebook.com/adevencom.

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About adeven

adeven is a leading mobile analytics and ad verification company with offices in Berlin and London. Its highly scalable technologies enable advertisers and agencies to engage in more efficient and effective mobile campaigns. adeven is backed by leading VC Target Partners.

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