

# Integrating SKAdNetwork

With Koneo Mobile

## For Advertisers,

We at Koneo would like to understand how you plan to proceed with your iOS marketing:

1

- a) Have you already integrated SKAdNetwork? (If not, when do you plan to?)
- b) When do you plan to switch off all old trackinglinks?

2

How do you plan to track the iOS actions?

After the new iOS update your MMP will no longer be responsible for iOS inapp install tracking. We at Koneo have a solution for all your needs. Please let us know how you plan to move forward with your MMP.

3

New creatives

After the update, creative management will be more important than ever. Please understand that the success of campaigns will depend on having regularly updated banner, video and native creatives.

## Let's start talking!

*Your point of contact for everything related to SKAdNetwork is:*

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