# Mobile Measurement Partners (MMPs)

*Quora Ads is committed to giving advertisers a variety of options when it comes to tracking the performance of their mobile App Install ads. Quora currently integrates with **Adjust, Appsflyer, Branch, Kochava** and **Singular**.*

## Tracking Mobile App Installs on Quora

Mobile measurement integrations are set up from your respective MMP. Different partners have varying instructions, so it is recommended to consult with your MMP before moving to the next steps.

To track mobile app installs in the Quora Ads Manager
1. Create a campaign and set its objective to "App Installs."

2. Define the targeting in your ad set, and determine if you want to target Android or iOS devices. It is *not* recommended to target both devices in one ad set.

3. On the "Create ad" page, use the following instructions for Android and iOS tracking links.
   a. **Android:** Use the tracking (or redirection) URL provided by your MMP as the landing page URL.
   b. **iOS:** Use your App Store URL as the landing page URL. Under "Third party tracking", add a tracker and select "Clicks" from the dropdown menu. Use your MMP's tracking (or redirection) URL in the corresponding field.

4. (Optional) Duplicate your ad set if you wish to target both device types in your campaign. Follow Step 3 to update the URL settings in your duplicated ad set's ads.
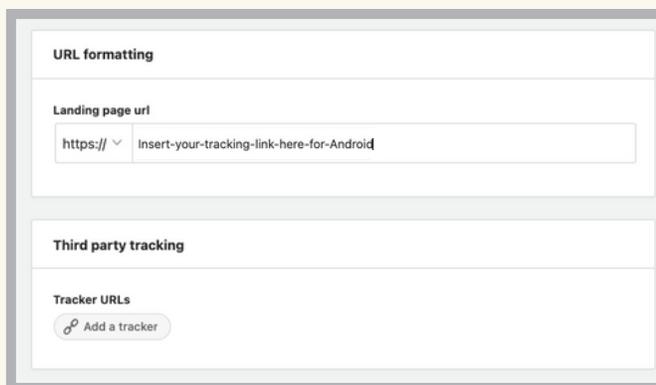
Android MMP tracking
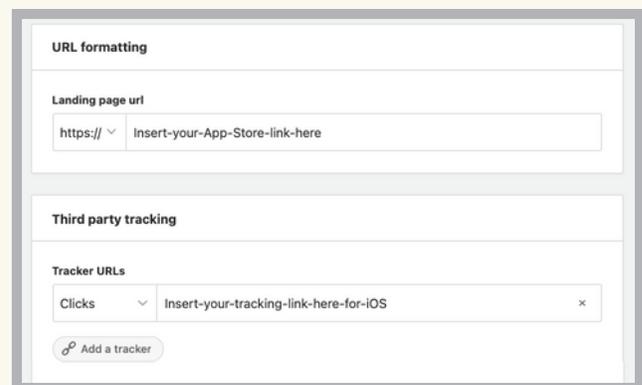
iOS MMP tracking

Troubleshooting Common Issues

Most of the issues that arise with the MMP integrations have to do with setting up the tracking URL incorrectly. To check that the tracking URL is working:

- Verify the landing page URL is valid. For example, if an Adjust tracking link starts with "https://app.adjust.com/" do not edit it to "https://adjust.com/".
- See if clicks from Quora Ads are being recorded in the MMP. If clicks are not recorded, it is likely that there is a problem with the landing page URL.

Due to SKAdNetwork's 100-campaign limit, advertisers are limited to 100 ads per iOS app (across all accounts). Note that Apple has a 24-48 hour postback delay, so we recommend waiting 72 hours after you pause an ad before deleting it. This gives Apple time to deliver install attribution information to Quora.

For additional trouble, reach out to the respective MMP:
- **Adjust:** support@adjust.com
- **Appsflyer:** support@appsflyer.com
- **Branch:** support@branch.io
- **Kochava:** support@kochava.com
- **Singular:** support@singular.net

For more help, visit our partner portal to get in touch with any of these vendors.