

Guide to Creating Non-GP Android Store Campaigns

Step 1 Create a non-Google Play Android Store campaign

1. Go to [User Acquisition] > [Campaign List] > [Create Campaign].
2. Choose "App" as the [Promote Type].

User Acquisition

Campaign List

Offer List

Manage Creative

Target Setting

Manage Event

Create Campaign

User Acquisition / Campaign List / Create Campaign

Promote Type

App

Not app, it's a website

Next

3. Add the storepage link of the Android app store in the [Preview Link] field.

Currently Mintegral has supported non-GP Android app stores including: Amazon, Huawei/Honor, Xiaomi/Redmi, Oppo, Vivo, Samsung, RUStore.

- **Amazon, Huawei/Honor, Xiaomi/Redmi, Samsung, RUStore:** Fill in the storepage link of the app in the Android app store.
- **Oppo, Vivo:** Fill in the link as prompted and replace "\${YourPackageName}" with the corresponding package name.

Supported App Store:

- App Store
- Google Play
- Amazon Appstore
- Mi App Store
- Huawei AppGallery/Honor Store
- Vivo App Store: If you don't have a preview link, you can use "vivomarket://details?id=\${YourPackageName}"
- OPPO Software Store: If you don't have a preview link, you can use "oppomarket://details?id=\${YourPackageName}"
- Samsung Galaxy Store
- RU Store

Preview Link ⓘ

Please enter the download URL of your App in iTunes App Store, Google Play, etc

Back Next

4. Complete the required information.

Create Campaign

User Acquisition / Campaign List / Create Campaign

Promote Type

App

Preview Link

https://www.amazon.com/dp/B0CLKVXHJ5

Campaign Name

Daily Budget ⓘ

\$

☒ Open Budget (No Budget Cap)

☐ This campaign is directed to children according to the [Children's Online Privacy Protection Act \(COPPA\) 16 CFR 312](#)

Step 2 Create a non-Google Play Android Store offer

1. Add basic information.
2. Choose your preferred targeting method.
 - [Model Type] will automatically locate device brands based on the Application stores identified by [Preview Link], please select [ALL].
 - Other targeting options can be set according to actual needs.

The screenshot shows a configuration interface for a non-Google Play Android Store offer. It includes sections for App Store, Platform, Device Type, and Model Type.

App Store

- ☒ Amazon Appstore

Platform

- ☒ Android
- ☐ iOS

Device Type

- ALL
- Phone
- Tablet

Model Type

- All
- Include
- Exclude

Type to add model type

Model Type	Exclude
<input checked="" type="checkbox"/> All	
<input checked="" type="checkbox"/> amazon	>

Selected	Clear
▶ amazon	⊗

3. Set your bid price, and ad budget, and upload your creatives accordingly.

Step 3 Set the Tracking Link

To ensure accurate attribution of your Android UA campaigns, please add your Android app to the MMP platform. Additionally, generate and submit the testing link on Mintegral's Self-service Advertising

Platform's "Set Tracking Link" page.

Please refer to the following guides for adding your app to MMPs:

- Adjust: <https://help.adjust.com/zh/article/new-app>
- Appsflyer: <https://support.appsflyer.com/hc/zh-cn/articles/207377436>
- Tenjin: <https://docs.tenjin.com/docs/zh/apps>
- Singular: <https://support.singular.net/hc/zh-cn/articles/4408155939867>

If you have any questions, please feel free to contact your Mintegral Account Manager or send an email to self-service@mintegral.com