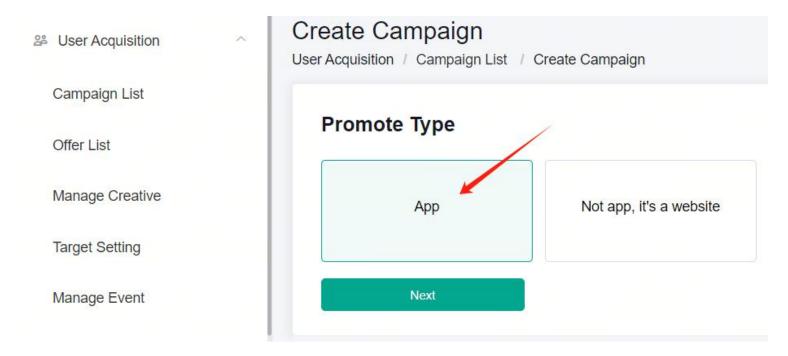




## Guide to Creating Non-GP Android Store Campaigns

## Step 1 Create a non-Google Play Android Store campaign

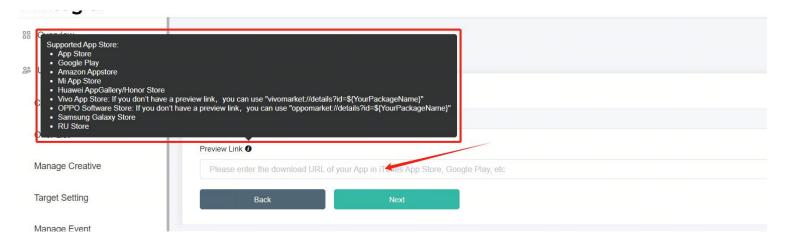
- Go to [User Acquisition] > [Campaign List] > [Create Campaign].
- 2. Choose "App" as the [Promote Type].



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.

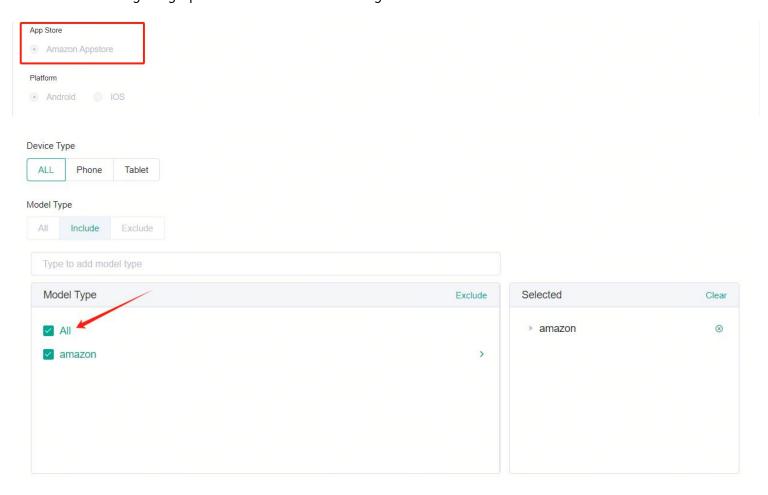


4. Complete the required information.



## 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.



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

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