

# **SingleTap Link**

# **Setup Guide**

2022

Version 1.1

# Overview

This document provides an in-depth explanation of SingleTap Links, options for customization, as well as guidance on how to implement a SingleTap link and how to ensure that data is sent properly to an attribution partner.

SingleTap is powered by Ignite™, Digital Turbine's proprietary on-device technology that enables Direct to Consumer app installs, monetization solutions, app updates, and more as part of Ignite Services, a suite of tools for app publishers and platforms.

## Product Description

With SingleTap, users can immediately download and launch an app directly from a click on any call to action, bypassing the standard download process through Google Play. SingleTap works in both web and app environments and can be used to enhance app install campaigns across many different channels, including web smart banners, paid user acquisition, SMS, email, and push messaging.

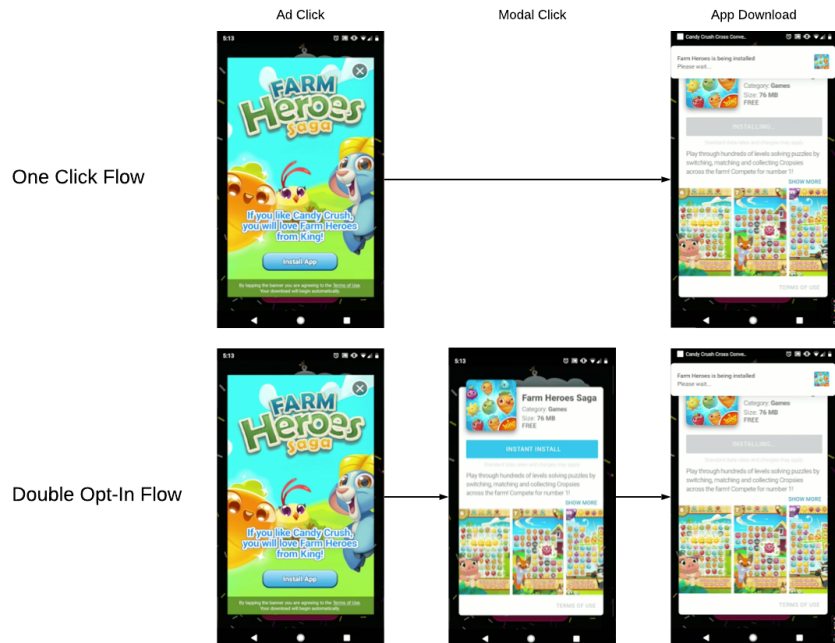
By delivering the app from Digital Turbine's servers rather than a 3rd party app store, SingleTap reduces app store friction, improves conversion and mitigates potential install fraud.

## User Experience

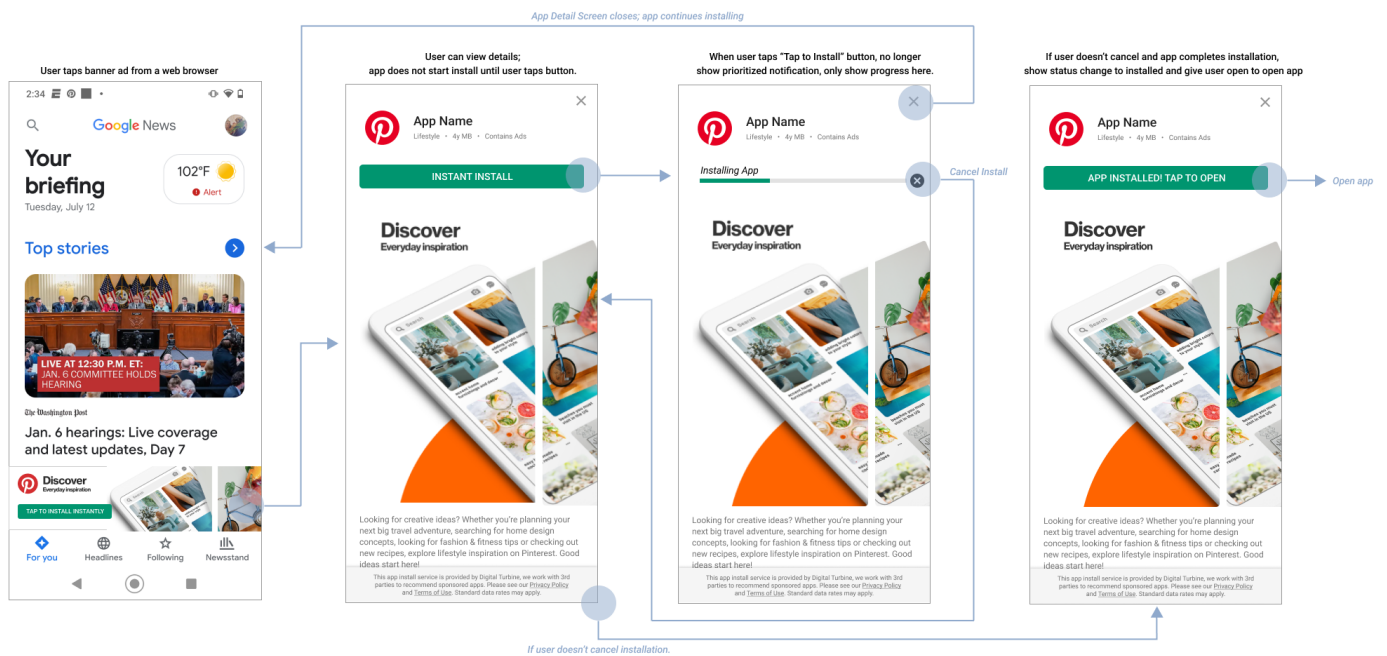
### SingleTap-enabled Devices

SingleTap is available on Android devices that have Digital Turbine's Ignite software installed.

Users will go through the following flow when clicking on a SingleTap link:



## Double Opt-in Flow:



## Non SingleTap-enabled Devices

SingleTap provides a fallback mechanism if a user taps an ad unit and Digital Turbine's Ignite software is not on the device or running an older version that does not support SingleTap functionality. In these cases, the device will utilize a fallback URL to redirect the user. These typically point to either the Play Store or to a landing page. 100% of users will be covered through either the SingleTap experience or the fallback URL.

## SingleTap Link Creation

SingleTap links use the following format:

```
https://delivers.dtignite.com/v2/delivers/clickAd.jsp?siteId=[siteID]&campaignId=[campaignID]&dvURL=[tracking_link]
```

Initial link configuration is done by the Digital Turbine team. The following needs to be provided in order to generate a SingleTap link.

1. App assets (see [Modal](#) for specifications)
2. App APK
3. Tracking link (optional)

## Required Parameters

The following are required parameters that can be included in SingleTap links. The user experience will break if these are not included.

| Parameter  | Description  | Data Type | Example Values |
|------------|--|-----------|----------------|
| siteID     | Internal Digital Turbine identifier used to associate campaigns.   | Integer   | 11531          |
| campaignID | Defines campaign associated with SingleTap link. Used to look up modal assets (app icon, creative, copy) and APK for download. | Integer   | 29281          |

## Optional Parameters

The following are optional parameters that can be included in SingleTap links. The user experience will not break if these are not included; however, it can break if values are not passed through correctly.

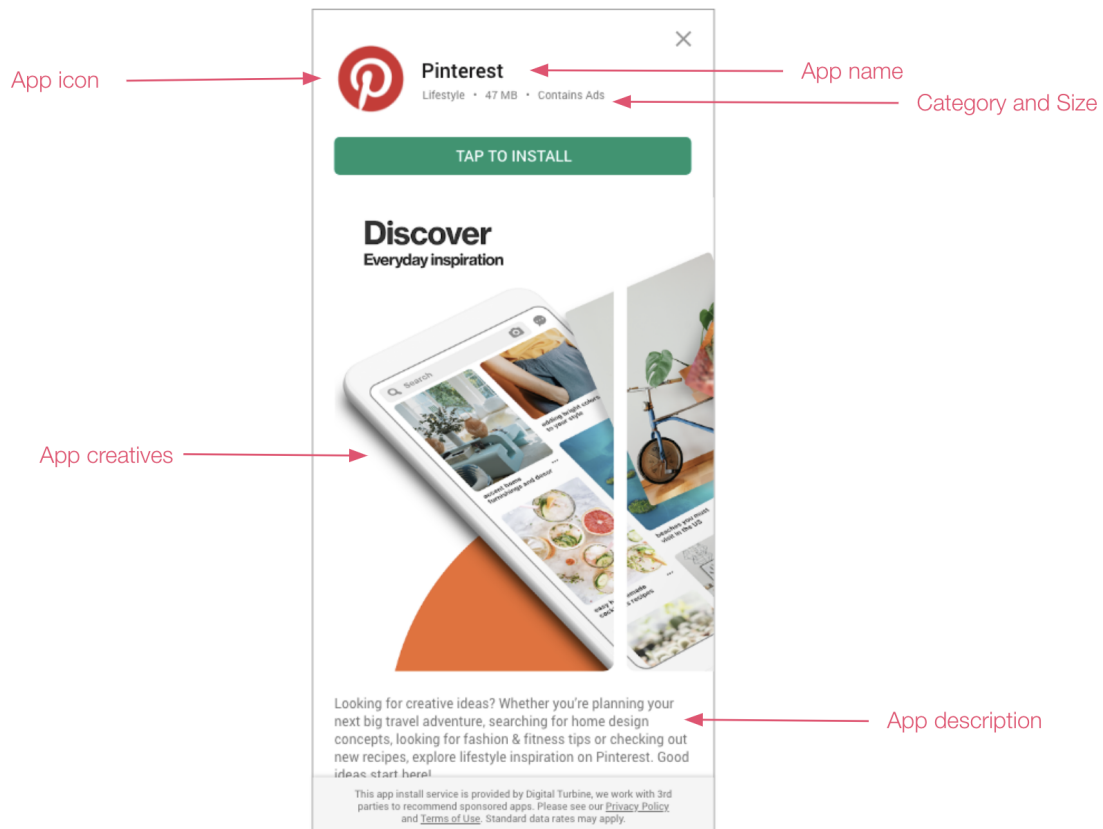
| Parameter | Description  | Data Type | Example Values   |
|-----------|--|-----------|--|
| dvURL     | Defines click URL to be sent to MMP or tracking partner for attribution.<br><i>Final value on ad serve must be URL encoded and cannot include unsafe characters.</i> | String    | https%3A%2F%2Fcontrol.kochava.com%2Fv1%2Fcp%2Fclick%3Fcampaign_id%3Dkodt-example-qvdg196d2d0f9c9ec%26network_id%3D10%26adid%3Da6280969-a6b4-4c38-87bf-6456ae2267c7 |

## Required Assets

### Modal

Upon click, SingleTap presents users with a modal that includes the following customizable assets:

1. App icon
2. App name
3. Category and size
5. App description
6. App creatives
7. App Privacy Policy URL - ex. <https://www.facebook.com/about/privacy/>
8. Terms of Use
9. Permissions - ex. INTERNET, ACCESS\_WIFI\_STATE, BLUETOOTH, etc
10. Developer Name
11. Developer Contact (email) - ex. facebook.android@fb.com
12. Developer Link - ex. <https://www.facebook.com/facebook>
13. Market URL - ex. [market://details?id=com.example.your.package](https://market://details?id=com.example.your.package)



SingleTap can use existing assets if the target app is on the Google Play Store. Alternatively, SingleTap can use custom assets to the following specifications:

Icon: 512px x 512px

App description character limit (above the fold): 100

App description character limit (full description): 4000

Creative size: 500px x 900px

Creative max slots: 8

Creative format: JPG or PNG

## APK File Size

SingleTap has a file size limit of 500MB.

# Eligibility

Eligibility refers to whether or not a given device supports SingleTap. In order to be eligible, a device must have Digital Turbine's Ignite software installed, and it must be on Android 6.0 or above.

## Geographic Coverage

SingleTap is primarily available in the United States and Latin America. While there is coverage in Europe and Asia, it is at a much lower rate.

In the US, SingleTap is available on devices from most major carriers, including Verizon, AT&T, Cricket, Tracfone, and US Cellular. It is not available on Sprint, T-Mobile or Google Pixel devices. Typical coverage in the US on existing devices is around 40-60% depending on targeting. Ignite is installed on about 75% of new Android devices sold in the US, so we expect this number to rise over time.

## Compatibility

Min OS Version: 6.0

Browsers: Chrome (default on LG and Moto), OEM Samsung browser (default on Samsung).  
Currently  
unsupported on Firefox and Opera.

Network Connectivity: A valid network connection is required. SingleTap Installs uses customer/billable data, and thus can operate over any valid network connection, including cellular or Wi-Fi. Note that a poor network connection may result in delays when downloading applications.

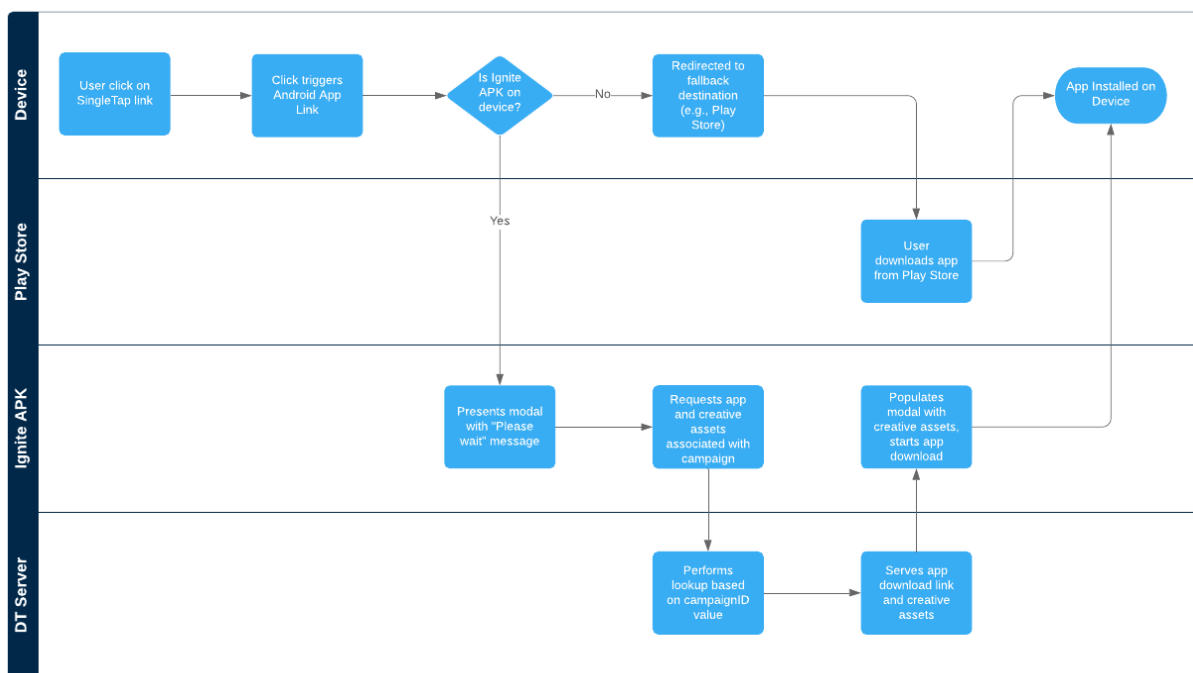
Storage: There is no minimum storage requirement; however, target devices must have enough available space on the user partition to install the target app. If the device has insufficient space, SingleTap client will display an 'insufficient storage' warning (see [Error Handling](#)).

# Implementation and Tracking

## Placing the Link

SingleTap leverages Android's App Link functionality, which means that SingleTap must receive direct user input. Typically, this requires that the SingleTap link be placed in the "href" portion of the ad unit. SingleTap cannot be the recipient of a 302 redirect from an ad serving or tracking service.

The flowchart below describes the call flows made when a user clicks on a SingleTap link:



## Attribution

SingleTap supports tracking through all mobile attribution platforms, including Adjust, Appsflyer, Branch, Singular, and Kochava.

## dvURL

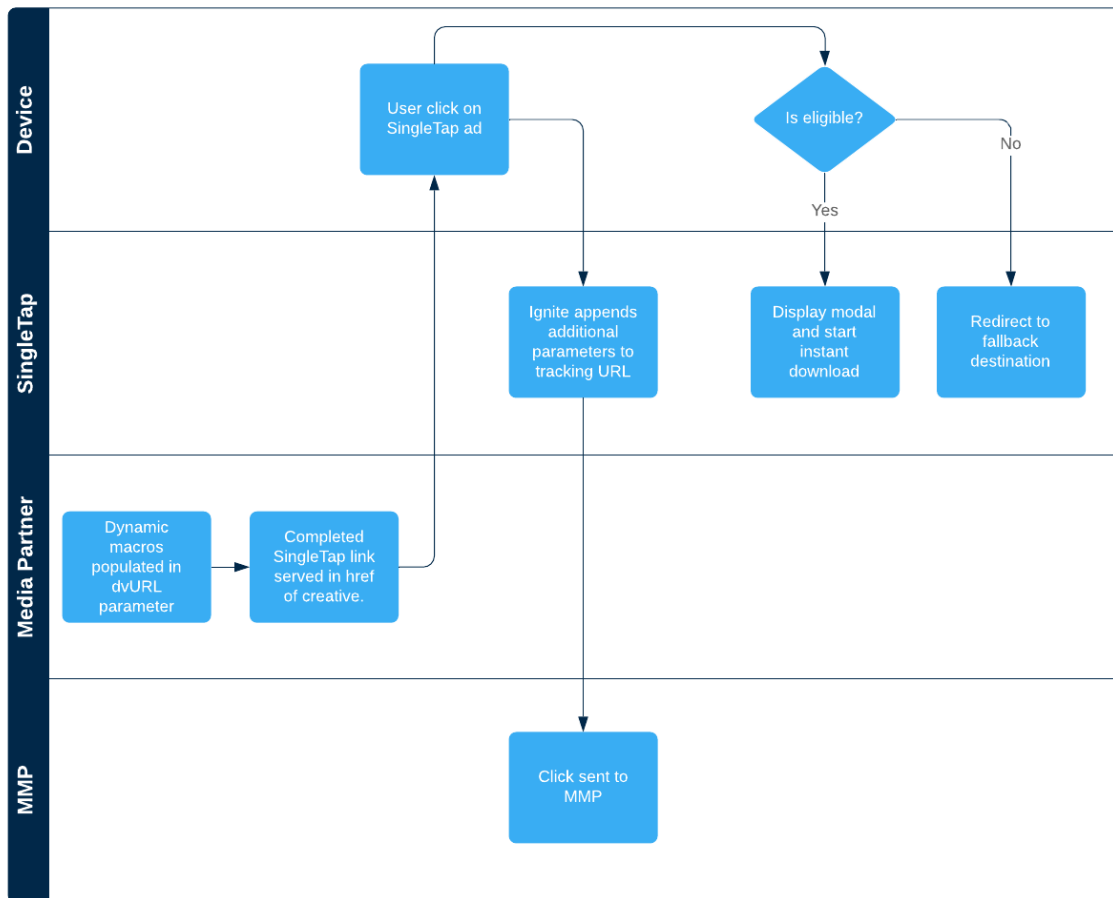
An MMP tracking link can be included inside a 'dvURL' parameter of the SingleTap link. The tracking link must always be URL-encoded, and all dynamic macros need to be



populated with URL-encoded values. If the macros are not replaced, the link will fail to redirect properly.

## Data Flow

The flowchart below describes how Ignite collects and sends data to an MMP partner for attribution:



## Testing the SingleTap experience

Testing can be done simply by clicking on a SingleTap link from an eligible device. Tests must be performed with an actual click and cannot be done by pasting the SingleTap link directly into a browser address bar.

To confirm whether or not a specific device is eligible for SingleTap:

1. Go to Settings → Apps

- If not already active, enable “Show System Apps” (specific text may vary by Android OS version)
2. Scroll to the app “Mobile Services” or “Mobile Services Manager” (called “Verizon App Manager” on Verizon devices)
  3. Validate the app version number is  $\geq 4.7$ 
    - For One Click flow eligibility, app version must be  $\geq 5.3$

## Error Handling

### Dropped Network Connection

If during the course of the app download the network connection changes or drops, SingleTap will pause the download and resume when a valid network connection is reestablished. If download fails for any reason, SingleTap will retry three times before triggering a ‘download failed’ app notification informing the user of the failure.

### No Network Connection

An app will not be downloaded if there is not a valid network connection. SingleTap will display a dialog notifying the user that there is no valid connection. If SingleTap is unable to establish a network connection after retrieving app details from the server, it displays a “No network connection” message after 1 second, until a network connection is reestablished. If SingleTap is unable to establish network connection when user taps install or any other hyperlink on the modal, it displays a “No network connection” message with a CTA to “Retry” which reinitiates the last action.

### Simultaneous Downloads

If SingleTap is already downloading an app and a user initiates another download through the SingleTap experience, SingleTap displays the message: "Your download is enqueued. Will begin shortly".

### Operating System Crash

If an operating system crash occurs while a SingleTap install is in progress, SingleTap will automatically retry installing any apps whose installation progress was interrupted by the crash.

### Insufficient Storage

SingleTap will assess a device’s available storage immediately after a user taps the ‘install’ button. If an app file size exceeds the device’s storage capacity a warning message displays with

the text “insufficient storage” along with a prompt to delete files and free up space.

## Glossary

### APK

Android Package is the package file format used by the Android operating system for distribution and installation of mobile apps. Can refer to either Digital Turbine’s software (Ignite) or a publisher’s app.

### App Link

App Links are links that take users to specific content directly in a target app (i.e., deeplinks). They are only available on Android Marshmallow (6.0) and upwards.

### Href

Hypertext REference - The HTML code used to create a link to another page. On an ad unit, this is the component of a creative that specifies the redirect URL.

### Ignite

Ignite is Digital Turbine’s on-device software (an Android APK) with special permissions and privileges. Ignite retrieves SingleTap campaign data, displays app information in the modal, and manages the download and installation of apps on the device.

### MMP

Mobile Measurement Partners, or MMPs, are 3rd party solutions that provide app marketers with a centralized mobile app tracking and attribution platform.

### Modal

A modal is a window that appears in front of app content to provide critical information or ask for a decision. A modal disables all app functionality when they appear, and remain on screen until confirmed, dismissed, or a required action has been taken.