ONBOARDING GUIDE

Linkrunner.io

# Getting Started with Linkrunner

*Your roadmap from signup to live attribution data*

Prepared for customers seeking onboarding support • **Linkrunner Team**

Linkrunner.io

# Your onboarding journey

*Eight steps from account creation to campaigns running with clean attribution. Jump to whichever step matches where you are today.*

1

### Sign up & create account

Dashboard + project token

2

### Whitelabel subdomain

DNS CNAME for deep links

3

### Integrate the SDK

2–4 hours, any stack

4

### Custom & payment events

Via SDK or API

5

### Test your integration

End-to-end validation

6

### Connect ad networks

Meta, Google, TikTok…

7

### Connect analytics

MoEngage, Mixpanel…

8

### Go deeper (optional)

Remarketing, APIs, export

# 1 Sign up & create your account

*Create your dashboard account and your first project*

Head to **dashboard.linkrunner.io** and sign up with your work email.

Inside the dashboard, create a new project for your app. A project holds your attribution data, links, SDK token, and integrations.

Once created, you'll see a **Project Token.** You'll need this for the SDK step. Find it again anytime under *Settings → Developers*.

**NO SEAT LIMITS**

*Invite anyone from your team who needs access.*
*We don't charge per seat.*

Reference → **Quickstart guide**

## Who to invite

*Onboarding goes fastest when both teams have dashboard access from day one.*

### Tech team

So they can pull the project token and integrate the SDK.

### Marketing team

So they can connect Meta, Google, and other ad accounts.

# 2 Set up your white-labelled subdomain

*A branded domain powers your deep links and attribution*

A custom subdomain (e.g. `app.nike.com`) powers your deep links and attribution.

This step needs a small DNS change on your side, typically a CNAME record. Propagation can take a few hours, so worth starting early.

Without this, your tracking links will use a default Linkrunner domain. It still works, but it won't be branded.

**With your subdomain**

`https://app.nike.com/download`

*Branded, consistent with your app. Users trust the link before clicking.*

Walkthrough → **Subdomain setup**

For deep linking → **Deep linking setup** • **Domain verification**

# 3 Integrate the SDK

*Install the Linkrunner SDK and fire your first event*

Install the SDK, initialise with your project token, and fire the signup event. **Typical integration time: 2–4 hours.**

### React Native
View docs →

### Flutter
View docs →

### iOS (native)
View docs →

### Android (native)
View docs →

### Expo
View docs →

### Capacitor
View docs →

### Cordova
View docs →

### Unity
View docs →

### Web
View docs →

# 4 Configure custom & payment events

*Send post-install events so attribution tells the full story*

Two methods are available. We recommend using both. We handle de-duplication on our end, so dual-sending maximises event accuracy.

## 1 Via the SDK

Best for client-side events: signups, sessions, user interactions. Fires automatically alongside attribution data.

```
linkrunner.trackEvent('purchase', { value: 999 })
```

## 2 Via our APIs

Best for server-side events and payments: use the Event Tracking API or Revenue Capture API from your backend.

```
POST /api/client/capture-payment
```

**Tip: Use both methods.** **We de-duplicate events on our end**, so dual-sending increases capture accuracy without double-counting.

# 5 Test your integration

*Before you point ad spend at Linkrunner, validate end-to-end*

Click a test link, install the app, and confirm the install and signup events appear in your dashboard.

1

### Click a test link

From the dashboard or a generated campaign link

→

2

### Install the app

From the Play Store or App Store

→

3

### Verify events in dashboard

Install + signup events should appear in real time

Detailed video walkthrough → **Integration testing guide**

If events look off → **Attribution troubleshooting**

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# 6 Connect your ad networks

*Attribute installs and send revenue signals back for optimisation*

Once the SDK is live, connect the ad platforms you're running UA on. Linkrunner attributes installs and sends conversion postbacks with revenue signals (not just installs) back to each network.

### Meta Ads
In-app optimisation + web-to-app

View setup →

### Google Ads / UAC
UAC, web-to-app, discrepancy tools

View setup →

### TikTok Ads
Event-level optimisation

View setup →

### Snapchat Ads
In-app event postbacks

View setup →

### Apple Search Ads
iOS UA on the App Store

### LinkedIn Ads
B2B & SaaS campaigns

View setup →

**Running iOS UA?** Set up SKAN 4.0 via the **SKAN wizard** and review the **SKAN dashboard overview**.

# 7 Connect your analytics platform

*Stream attribution data into the tools your team already uses*

Your campaign data should live alongside your product events. We integrate with every major analytics and CRM platform — pick yours:

### MoEngage
View docs →

### CleverTap
View docs →

### Mixpanel
View docs →

### Amplitude
View docs →

### PostHog
View docs →

### GA4
View docs →

### Braze
View docs →

### Netcore
View docs →

# 8 Go deeper (optional)

*Once the basics are in, these are common next steps*

## Remarketing & reattribution

Track returning users and reattribute them to re-engagement campaigns.

[Remarketing guide →]

## Deferred deep linking

Route users to the right in-app destination even if they install first.

[Setup guide →]

## Data export

Unrestricted CSV, webhooks, and programmatic access to attribution data.

[Data APIs →]

## Programmatic deep links

Create and edit deep links at scale via our Campaign APIs.

[Campaign APIs →]

# Need help along the way?

*We respond within a couple of hours during business hours (IST). Use whichever channel is easiest.*



## Your dedicated channel

WhatsApp or Slack: fastest response, best for quick questions

**Use this group**



## Email support

Best for issues with screenshots, logs, or longer threads

**support@linkrunner.io**



## Documentation

Every integration, API reference, and troubleshooting guide

**docs.linkrunner.io**

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Looking forward to seeing

***your app scale.*** 

**The Linkrunner Team**