


Media Partner	Source	SKAN Data Availability (End of May 2021)							appsumer®
		SKAN Installs Identifiable	Raw SKAN Postbacks	Raw Conversion Values	Decoded Conversion Values	Campaign Structure Granularity	Geo Breakdown	Redownload Share	
	Native Reporting & APIs	✓	✗	✗	⚠ *Decoded to standard event names	Ad Set *Ad using modelling	✗	✗	
	MMP	✓	✗	✗	⚠ *Decoded to standard event names	Campaign	✗	✗	
	Native Reporting & APIs	⚠ *Not easily accessible	✗	✓	✗	Campaign	✗	✗	
	MMP	✗	✗	✗	✗	TBC	✗	✗	
	Native Reporting & APIs	✓	✗	✗	⚠ *Decoded to standard event names	Ad Set	✗	✗	
	MMP	✓	✓	✓	✓	Campaign	✗	✓	
	Native Reporting & APIs	✓	✗	✗	⚠ *Decoded to standard event names	Ad Group	✗	✗	
	MMP	✓	✓	✓	✓	Campaign	⚠ *Deprecation expected in SKAN 3.0	✓	
	Native Reporting & APIs	✓	✗	✓	✓	Campaign	⚠ *Deprecation expected in SKAN 3.0	✗	
	MMP	✓	✓	✓	✓	Campaign	⚠ *Deprecation expected in SKAN 3.0	✓	