



APPLOVIN
MAX

Transition Integration Checklist



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Sign up for your AppLovin account

Create an account by [signing up](#).

2

Download the latest SDK

Please download SDK 11.0.0 version:

[iOS](#) / [Android](#) / [Unity](#) / [Adobe Air](#) / [Cordova](#) / [React Native](#) / [Unreal](#).

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Migrate your waterfall configurations

To create ad units, please use these [instructions](#).

Migrating your entire portfolio is simple. Leverage our Import Ad Unit feature for automated and easy migration. Simply create a MAX ad unit and enter your MoPub API key in the ad unit page and your waterfall will be imported automatically.

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4.1

Validate your integration: Mediation Debugger

Leverage [Mediation Debugger](#) to validate your integration. It will automatically:

- Confirm you have integrated the [latest SDK](#) and adapter versions listed in MAX documentation under "[Preparing Mediated Networks](#)."
- Ensure your privacy flags are properly set.
- Verify via Test Mode that you have successfully integrated ad networks that are mediated by MAX.

4.2

Validate your integration: Best practices for different ad types

ALL ADS

Make sure to use a single ad unit ID for each size, for each app. For example, do not use 5 interstitials separated by session depth or by individual app sections in a single app.

- This ensures that you always have an ad cached and can avoid unnecessary app/user bandwidth usage.
- This will also give real-time bidders accuracy in maximizing their bids as they optimize based on correct session depth.
- Use the MAX Ad Placement feature to differentiate performance across different ad placements within your app.

INTERSTITIAL AND REWARDED

- Load the next ad immediately after a user dismisses an interstitial or rewarded ad.
- Retry with exponentially higher delays up to a maximum delay. (Here are detailed instructions for each type: [Android interstitials](#), [Android rewarded](#), [iOS interstitials](#), [iOS rewarded](#), [Unity interstitials](#), [Unity rewarded](#))

BANNER ADS:

- Keep the banner unit on-screen at all times. If the banner is hidden, please pause banner auto-refresh until the banner is shown again.

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Enable / Connect Networks

[Enable auto-CPM calibration within MAX](#). This will align and adjust your MAX placement CPMs with Network-reported stats, creating a more competitive waterfall with optimized revenue outcomes.

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Enable Ad Review

Leverage the [Ad Review tool](#) to review the creatives displayed by various mediated networks in your apps and flag any issues.

7

Share user-level revenue data for user acquisition (with MMP or your in-house BI tools)

MAX offers a few different options of sharing user-level revenue data.

- For direct integrations (MAX delivers data to you), data can be shared via our [User Revenue API](#) on the client-side, or via an [S2S configuration](#).
- MAX also works actively with several MMPs to enable developers to access impression-level or aggregated ad revenue data seamlessly within those platforms. Please see the [MAX S2S impression revenue API](#).

(If you are using Unity plugin and AppsFlyer as your MMP, make sure to use the latest version of [Unity plugin](#) on our end to avoid discrepancies.)

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Access MAXReports

Use [the Analyze tab](#) to learn more about the reporting tools, including:

- Performance reporting (eCPM, revenue, impressions)
- User activity reporting (DAU, DAV, ARPDau, imp/DAU)
- Cohort reporting (user life-cycle analysis)
- Creative reporting
- Automation / Reporting APIs

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