1. **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](#)

3. **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.
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.
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.

Enable Ad Review

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

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.)

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