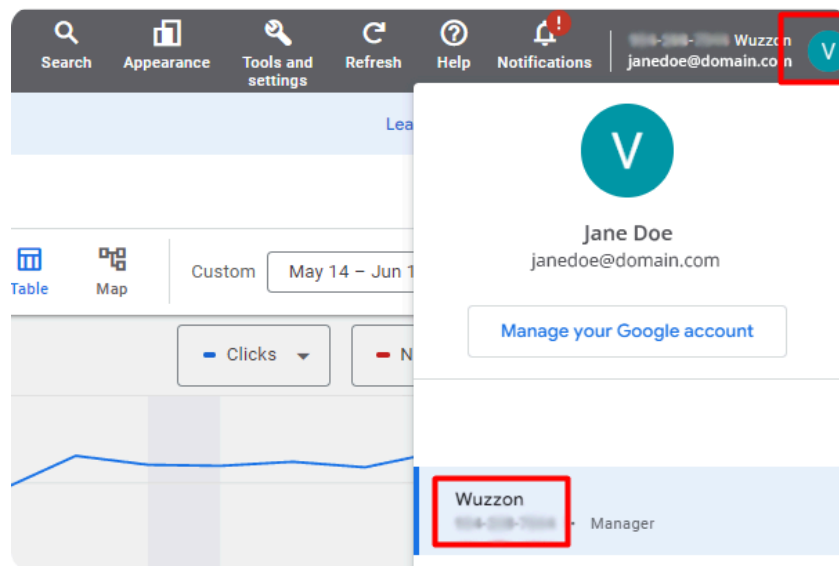


A step by step guide for all advertising platform accesses

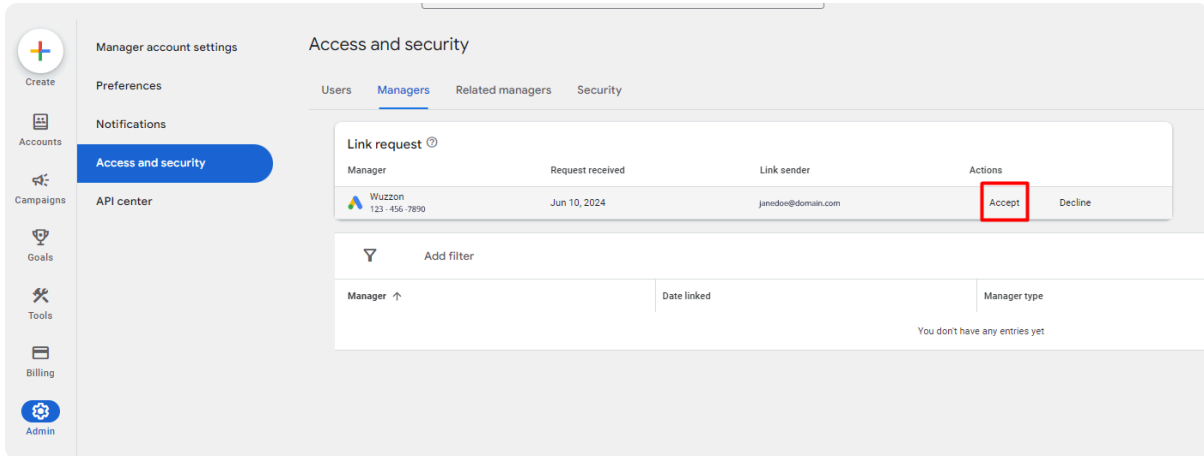
Maximise your advertising efforts by providing access for Wuzzon to popular platforms like Google Ads, Apple Search Ads, TikTok Ads, AppsFlyer, and more. This guide will walk you through the steps needed to provide access to each platform. Let's get started!

Google Ads

1. Please login to your Google Ads account.
2. At the top right, click on your name. A drop down menu will appear. Copy your Google Ads account ID for the audit and provide it to Wuzzon.



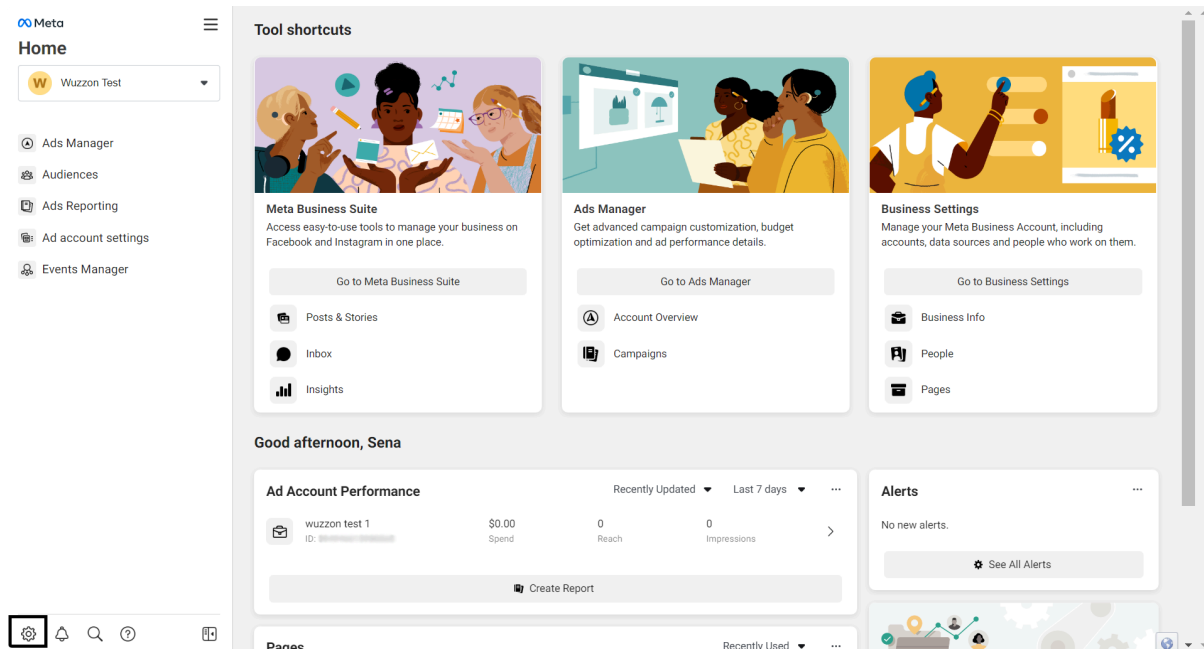
3. Wuzzon will request access to your Google Ads account as a manager.
4. An admin of your Google Ads account will receive a linking request via email. Click on Accept invitation.
5. In the Google Ads account you will see a pending invitation. Click on Accept



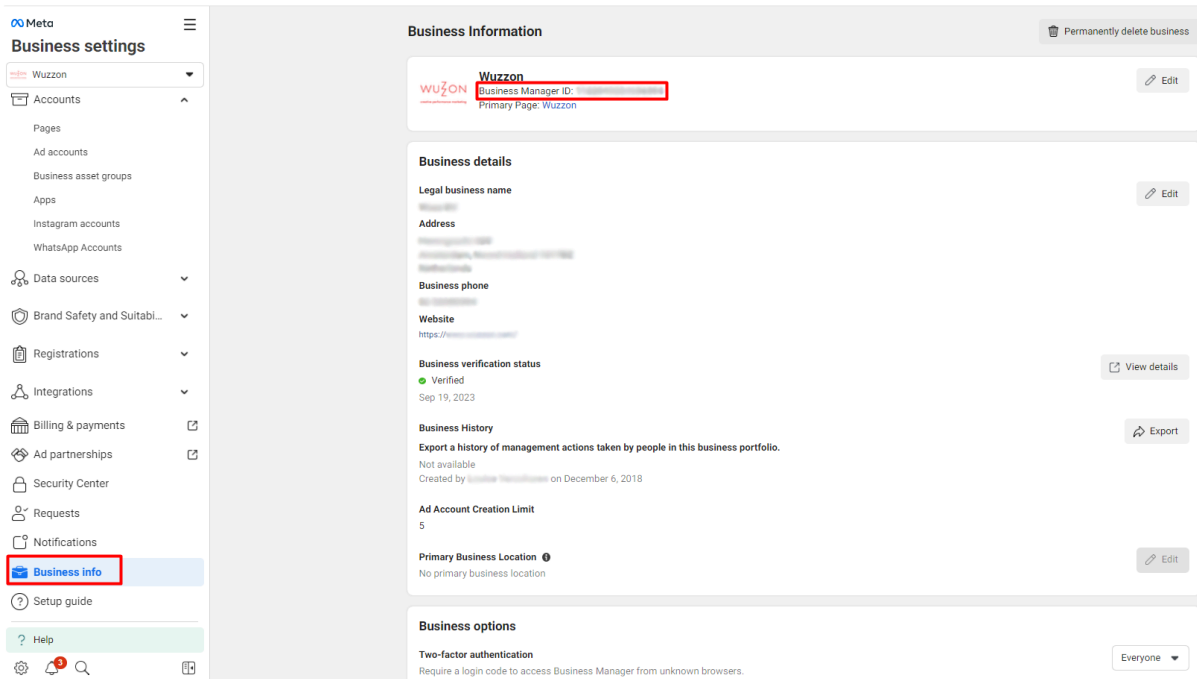
These were the steps to provide access to Google Ads, now let's continue with Meta Ads (previously known as Facebook ads).

Meta Ads

1. Please go to your [business manager](#), and click on Business Settings.



2. Click on Business info at bottom left.
3. Copy your Business Manager ID and provide it to Wuzzon.



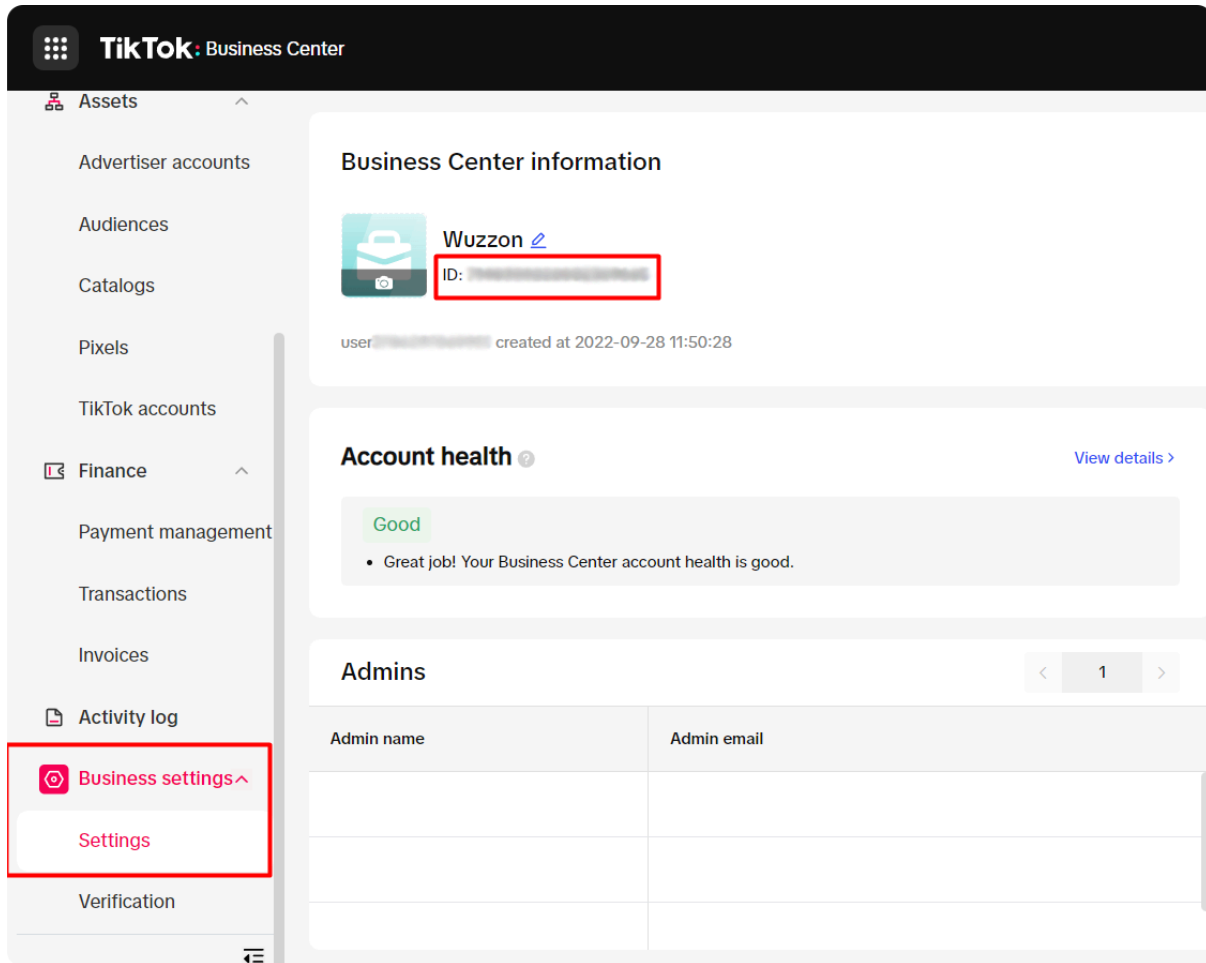
Wuzzon will request access to your assets on Meta Business Manager: Pages, Ad accounts, Instagram pages, Pixels.

4. An admin of your Meta Business Center will receive a linking request via email. Please accept.

And that were the steps for Meta Ads, next up TikTok Ads.

TikTok Ads

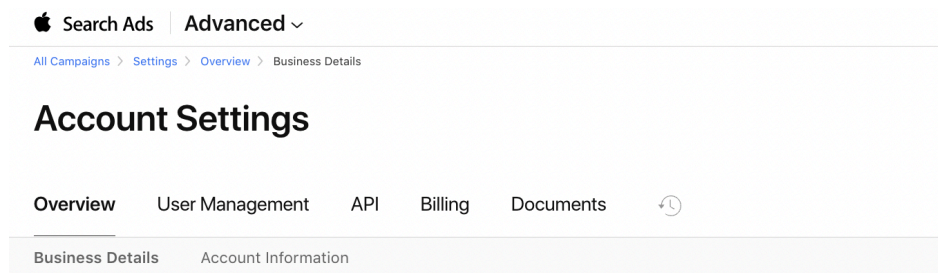
1. Go to your [TikTok Business Center](#).
2. Click on Business settings at bottom left -> Settings and copy your TikTok Business ID. Provide it to Wuzzon.



3. Wuzzon will request access to your assets on TikTok Business Center.
4. An admin of your TikTok Business Center will receive a linking request via email. Please accept.

Apple Search Ads

1. Please log in to Apple Search Ads
2. At the top right, click on your name. A drop down menu will appear. There, you should see your account name and ID along with a clickable “settings” option. Please click on settings.
3. The following page should appear. Please click on “User Management”



4. Here you will be able to invite users. Please do so.
For user name, please fill out “first name: first name of person you are in contact with, last name: Wuzzon. This should also be the name of your contact with their apple search ads account.
5. Please provide us with “Admin” access. We will need this to set up some things, in a later stage this could be lowered to another role.

Invite User

Account Information

First Name Last Name

Apple ID

User Access and Role

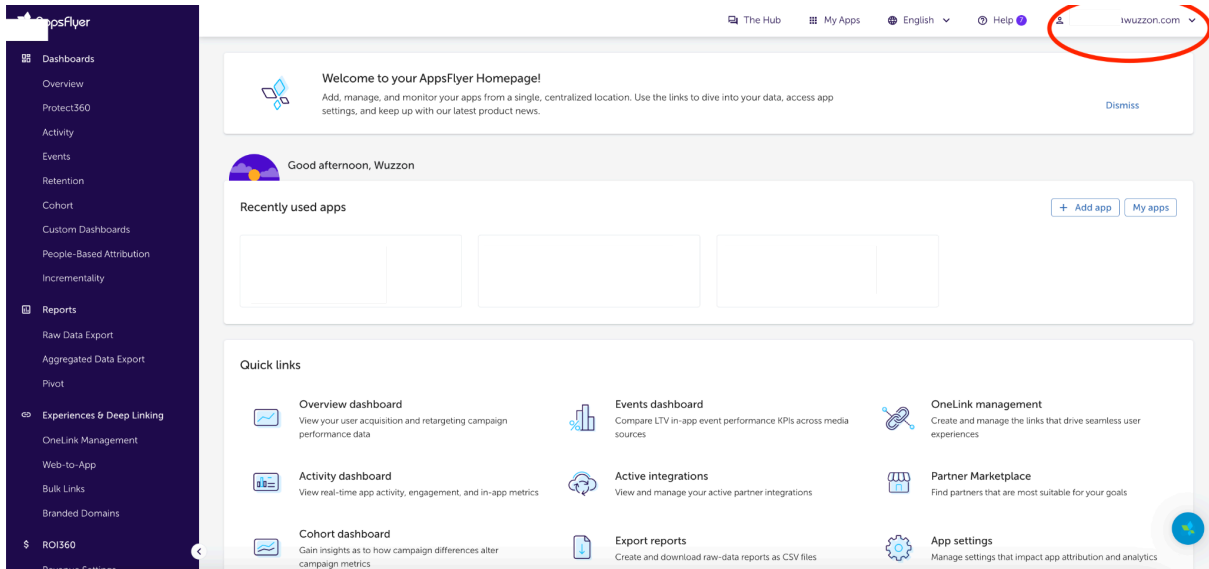
Choose from the appropriate access and role for this user. [Learn More](#)

- Account Admin**
Manage account settings and account users
- Account Finance**
Manage payments and billing options
- Account Read Only**
Read-only access to the account
- API Account Manager**
Read and write access to all campaign groups for API management
- API Account Read Only**
Read only access to all campaign groups for API management
- Limited Access**
Access to select campaign groups

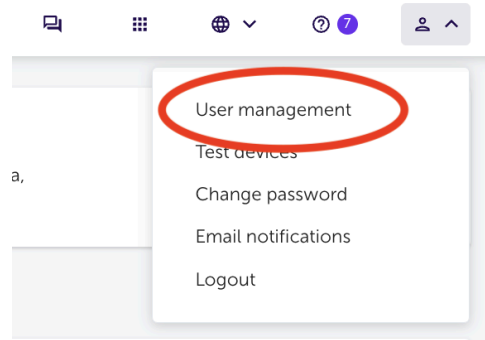
6. Please send the invite and then you're done.

AppsFlyer

1. To start, please navigate to [the Appsflyer home screen](#).



2. At the top right corner, please click on your account. A drop down menu should appear.



3. Click on "User management". Please click on New user.

The screenshot displays the 'User management' interface. At the top, there is a search bar and a notification that '(0/12) users selected'. A 'New user' button is circled in red in the top right corner. Below the search bar is a table with columns for 'User', 'Role', 'Apps', 'Media sources', 'Geos', and 'Last login'. The table contains several rows of user data. At the bottom right, there are 'Cancel' and 'Save' buttons.

User	Role	Apps	Media sources	Geos	Last login
	Admin	All & future	All	All	Mar 28, 2023
	Admin	All & future	All	All	Feb 10, 2023
	Admin	All & future	All	All	Feb 14, 2023
	Admin	All & future	All	All	Feb 10, 2023
	Admin	All & future	All	All	Jun 21, 2023
	Team manager		All	All	Jun 21, 2023
<input type="checkbox"/>	Team manager	All & future	All	All	Jun 19, 2023
<input type="checkbox"/>	Team manager	All & future	All	All	Jun 14, 2023
<input type="checkbox"/>	Marketing	All & future	All	All	Jun 12, 2023

4. Fill out yourcompanyname@wuzzon.com and provide either Admin or Marketing lead as a role. This is of high importance. With other roles, we will not be able to do our work properly.

User management > User details

New user

User details

*Full name

*Email address

Department (optional)

Role

*Role

5. Scroll down and make sure that necessary apps are checked and that we have access to all media sources and GEOs.

App access

Search

All apps (3/3) Allow access to all future apps

Data access

Media sources
Select the media sources the user can access.

All

Geos
Select the geos the user can access.

All

Cancel Save

6. Last but not least don't forget to press 'Save'.

Google Play Market Console

1. Open [Play Console](#).
2. Select Users and permissions tab and click on Invite new users.

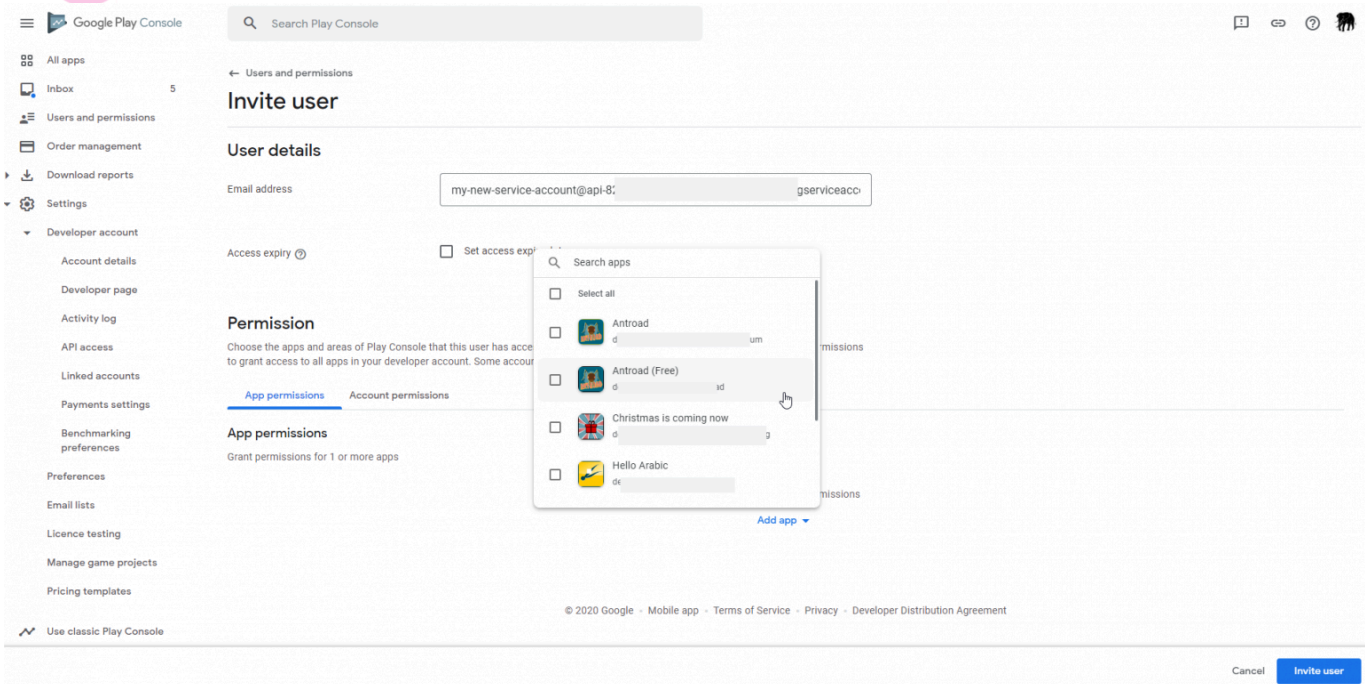
The screenshot shows the Google Play Console interface. On the left is a navigation menu with options like 'All apps', 'Users and permissions', 'Order management', 'Download reports', 'Game services', and 'Settings'. The main area is titled 'Users and permissions' and includes a search bar and a 'Manage users' dropdown. Below this is a table of users:

Email address	Name	Status	
jesse@company.com	Jesse Smith	🕒 Invite sent Sent Sep 20, 2021	Manage →
will@company.com	Will Coleman	✅ Active Never expires	Manage →
andreas@company.com	Andreas Jensen	✅ Active Never expires	Manage →
evie@company.com	Evie Reid	✅ Active Never expires	Manage →
martha@company.com	Martha Lopez	✅ Active Never expires	Manage →
bruno@company.com	Bruno Rams	✅ Active Never expires	Manage →

At the bottom of the table, it says 'Rows per page: 6' and '1-6 of 258'.

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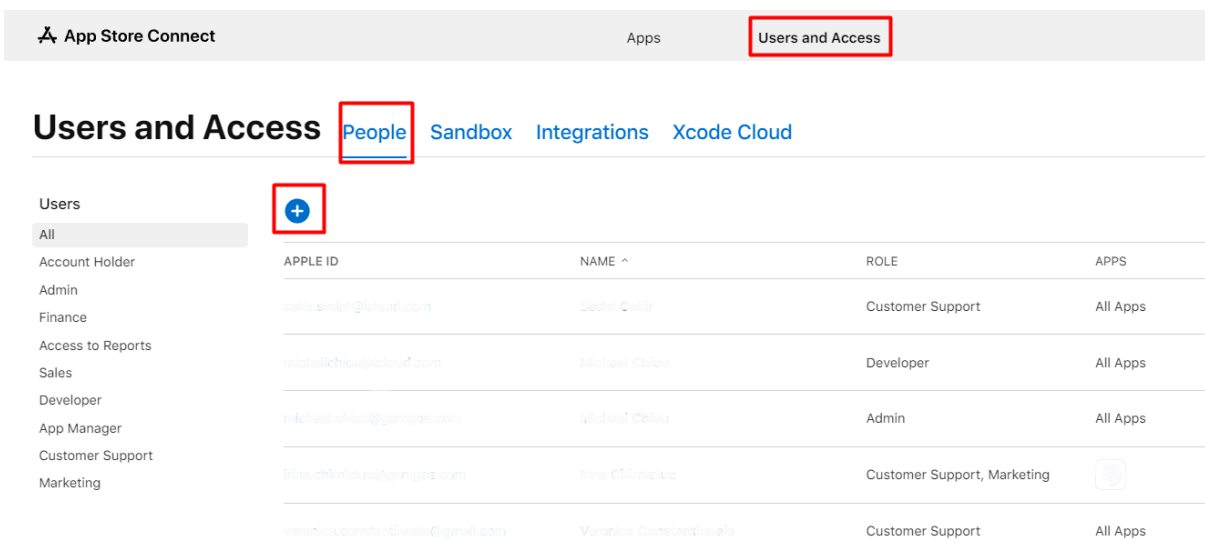
3. To add a new user, type the user's email address and set an access expiry date if necessary. Make sure you have the Admin (all permissions) permission at account level.
4. Select the permissions you want to apply to specific apps using the App permissions tab (full access is preferred to do our work properly). To add an app to the permissions table, select Add app under the App permissions tab and then click Apply.



5. Click on Invite user.

App Store Connect

1. Log in to the [App Store Connect](#).
2. From Users and Access, under People, click the add button (+) on the top left.



3. Provide the required information:
 - a. Enter the user's first name, last name , and valid email address.
 - b. Assign user roles to determine the sections the user can access and tasks they can perform. If possible, please provide an App Manager or Admin role to make sure we are able to do our work properly.
 - c. Please provide additional permissions to the Access to Reports section.

New User

First Name

Last Name

Email

Roles

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Admin | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Sales | <input type="checkbox"/> Developer |
| <input type="checkbox"/> App Manager | <input type="checkbox"/> Customer Support |
| <input type="checkbox"/> Marketing | |

[See Permissions](#)

Additional Resources

- Access to Reports
- Access to Certificates, Identifiers & Profiles.
 - Access to Cloud Managed Distribution Certificate
 - Access to Cloud Managed Developer ID Certificate

4. Click Next.
5. Select apps you want to provide access to and click Invite.

Adapty

1. Open the [Account section](#) in the Adapty dashboard.
2. Click on the Add member button.
3. Insert the email you want to provide access to: yourcompanyname@wuzzon.com.
4. Select the role (Admin is the preferred role to be able to do our work properly).
5. Select the app you want to provide access to.
6. Click on Send invite.

