

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

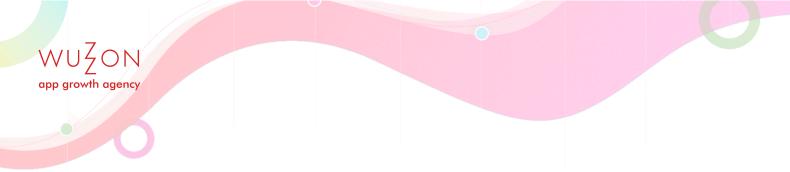
- 1. Please login to your Google Ads account.
- 2. At the top right, click on your name. A drop down menu will appear. Copy your Google Ads account ID for the audit and provide it to Wuzzon.

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	-	Clicks 👻	– N		Manage you	r Google account	
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- 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

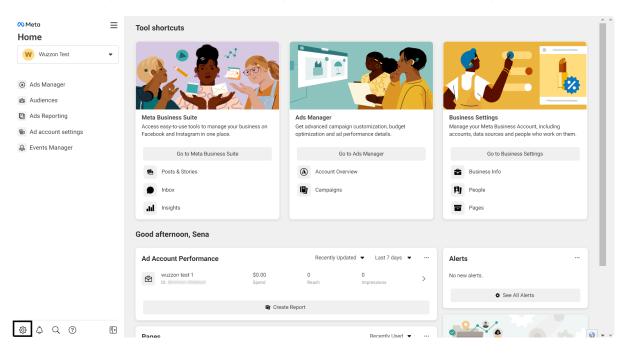
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Accounts .	Notifications	Link request ®					
	Access and security	Manager	Request received	Link sender		Actions	
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*		Manager 🛧		Date linked		Manager type	
Tools					You don't ha	ve any entries yet	
Billing							
Admin							

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

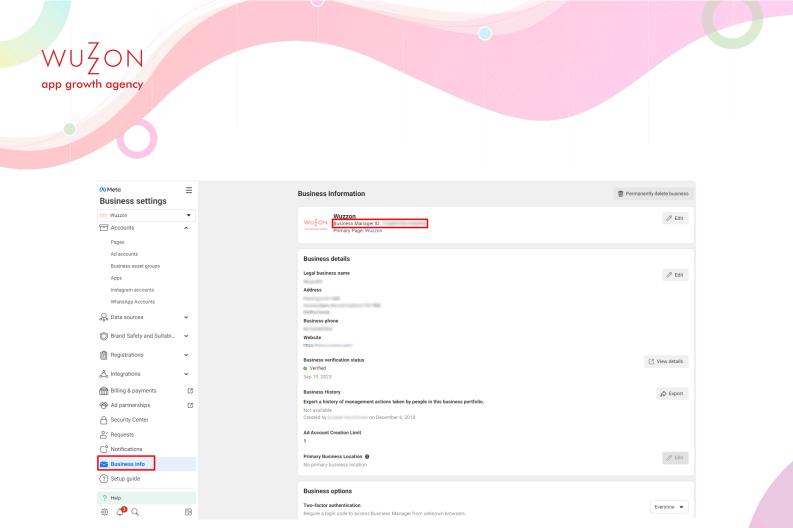


Meta Ads

1. Please go to your <u>business manager</u>, 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 <u>TikTok Business Center</u>.
- 2. Click on Business settings at bottom left -> Settings and copy your TikTok Business ID. Provide it to Wuzzon.

	TikTok: Business Cer	nter							
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	Advertiser accounts	Business Center informatio	n						
	Audiences	Wuzzon 🖉							
	Catalogs	D:							
	Pixels	user created at 2022-09-2	28 11:50:28						
	TikTok accounts								
ſ	Finance ^	e Account health o							
	Payment management	Good							
	Transactions	Great job! Your Business Center according	ount nealth is good.						
	Invoices	Admins		< 1 >					
	Activity log	Admin name	Admin email						
0	Business settings ^								
	Settings								
	Verification								
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- 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
- 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"

🗯 Search A	ds Advanced \sim								
All Campaigns 👌 S	All Campaigns > Settings > Overview > Business Details								
Accou	Account Settings								
Overview	User Management	API	Billing	Documents	J.				
Business Deta	ails Account Informati	ion							

4. Here you will be able to invite users. Please do so.

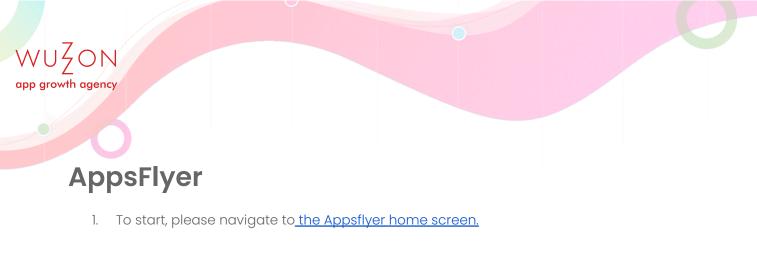
For user name, please fill out "first name: first name of person you are in contact with, last name: Wuzzon. This should also be the name of your contact with their apple search ads account.

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

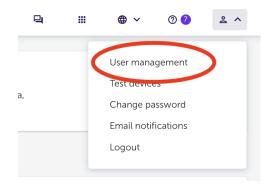
User Access and Role • Account Admin Manage account settings and account users Choose from the appropriate access and role for this user. Learn More • Account Finance Manage payments and billing options Manage account settings and account users • Account Finance Manage payments and billing options Account Read Only Read-only access to the account • API Account Manager Read and write access to all campaign groups for API management	Account Information	First Name Last Name Apple ID
Read-only access to the account API Account Manager Read and write access to all campaign groups for API management	Choose from the appropriate access and	Manage account settings and account users Account Finance
Read and write access to all campaign groups for API management		

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



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88	Dashboards							
	Overview		Welcome to your AppsFlyer Homepage!					
	Protect360	- Charles - Char	Add, manage, and monitor your apps from a single, ce settings, and keep up with our latest product news.	ntralized loc	ation. Use the links to dive into your data, access app			Dismiss
	Activity							
	Events		Good afternoon, Wuzzon					
	Retention							
	Cohort	Recently	vused apps					+ Add app My apps
	Custom Dashboards							
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	Incrementality							
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	OneLink Management		view your user acquisition and retargeting campaign performance data	%Ш	compare LI V In-app event performance KPIs across me sources	ua 🚱	experiences	ks mar unve searness user
	Web-to-App							
	Bulk Links		Activity dashboard View real-time app activity, engagement, and in-app metrics	Ð	Active integrations View and manage your active partner integrations		Partner Marketplace Find partners that are mos	t suitable for your goals
	Branded Domains				he one of grades			
	R01360		Cohort dashboard		Export reports	~~~	App settings	•
\$	Roiseo		Gain insights as to how campaign differences alter campaign metrics		Create and download raw-data reports as CSV files	ર્્ટ		ct app attribution and analytics

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.

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	User manageme	ent 🛛						
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48			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	
			Team manager	All & future	All	All	Jun 19, 2023	
			Team manager	All & future	All	All	Jun 14, 2023	
	-		Markotina	All & future	All	AII	Jun 12 2022	
							Cancel Sav	/e



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) Select ~	
Role	
Marketing lead	



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

App access	All apps (3/3)	>	Allow access to all future apps
Data access Media sources Select the media sources the us All Geos Select the geos the user can acc			
			Can el Save

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



Google Play Market Console

- 1. Open <u>Play Console</u>.
- 2. Select Users and permissions tab and click on Invite new users.

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6	All apps	Users and permis	ssions					
1	Users and permissions	Manage who has access to your develo		t permissions. Show more				
E	Order management	Users Access requests (1)	Permission groups					
, ∢	↓ Download reports	Users Access requests (1)	Permission groups					
8	Game services	- Add filter			Q Search for	r users by name or e	email address	
► {	Settings	258 users			Manage users 🔻	Export user list	Invite new users	s
		Email address	Name	Status				
		jesse@company.com	Jesse Smith	Sent Sep 20, 2021			Manage ·	→
		will@company.com	Will Coleman	O Active Never expires			Manage ·	→
		andreas@company.com	Andreas Jensen	O Active Never expires			Manage ·	→
		evie@company.com	Evie Reid	O Active Never expires			Manage ·	→
		martha@company.com	Martha Lopez	O Active Never expires			Manage ·	→
		bruno@company.com	Bruno Rams	O Active Never expires			Manage	→
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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.

UZON growth agency			
growth agency			
E Google Play Console	 Q Search Play Console ← Users and permissions Invite user 		j æ ()
LE Users and permissions ☐ Order management → L Download reports → Settings	User details	service-account@api-8; gserviceacci	
Developer account Account details Developer page	Access expiry	Cess exp ² Q. Search apps	
Activity log API access Linked accounts	Permission Choose the apps and areas of Play Console that this user to grant access to all apps in your developer account. Som App permissions Account permissions	e accour Antroad (Free)	
Payments settings Benchmarking preferences Preferences	App permissions Grant permissions for 1 or more apps	Christmas is coming now	
Email lists Licence testing Manage game projects		missions Add app 👻	
Pricing templates		© 2020 Google - Mobile app - Terms of Service - Privacy - Developer Distribution Agreement	

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.

App Store Connect	:	Apps Users a	nd Access	
Users and A	ACCESS People Sandbox	Integrations Xcode Cloud		
Users	•			
All				
Account Holder	APPLE ID	NAME ^	ROLE	APPS
Admin			0	
Finance		Sedat Caldir	Customer Support	All Apps
Access to Reports				
Sales			Developer	All Apps
Developer				
App Manager			Admin	All Apps
Customer Support				
Marketing			Customer Support, Marketing	
			Customer Support	All Apps

Catching smiles is our mission



- 3. Provide the required information:
 - a. Enter the user's first name, last name , and valid email address.
 - 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	
 Admin Sales App Manager Marketing 	FinanceDeveloperCustomer Support
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 <u>Account section</u> 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.

	🔺 Adapty Demo App 🐱				ß	Help	App settings	Account
☆ Home			American - June 8, 2023, 2:09 PM					1
Analytics			O European - 8 June 2023, 14:09					
8 Profiles & Segments								
Products & Paywalls		Members						
OO Placements		Membera	E-mail	Role	Apps			
A/B tests			support@adapty.io	Owner	1			
➡ Integrations			🕂 Add member					
Event feed								
		Subscription & billing	Your plan: Pro+					
			Period: 8 Jun 2023 - 8 Jul 2023					
			Current MTR: \$0.					
			Next payment: 8 July 2023					
			Payment method					
			Expires 02/24					
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