

API.LANGIFY · OCTOBER 2026

UTM Tracking

From campaign to revenue: where do our installs come from –
and which of them pay?

WHY

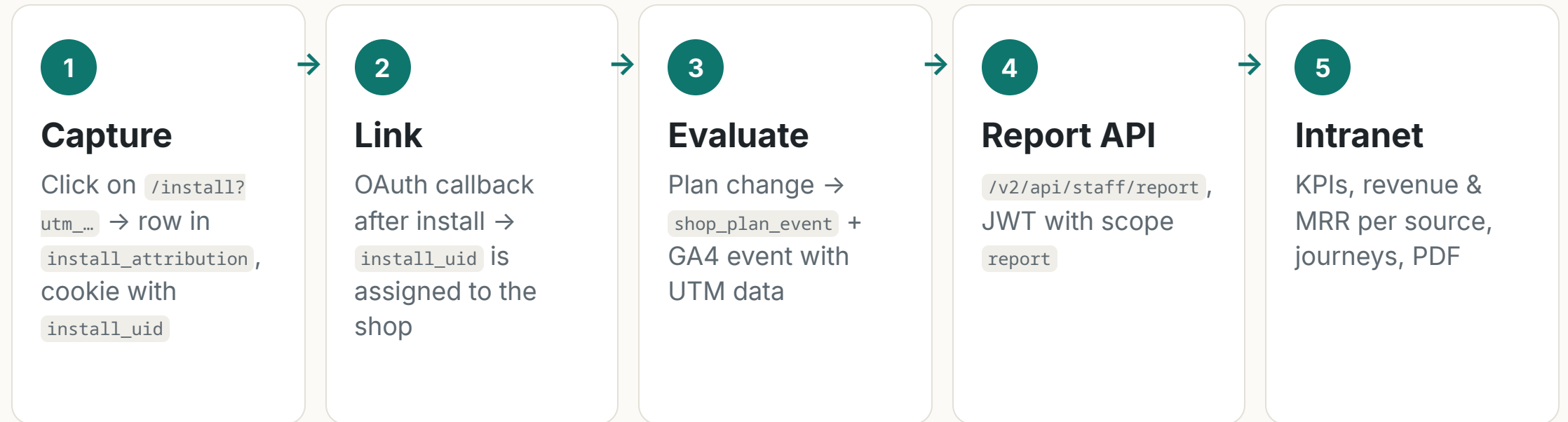
The question behind it

Not just **how many** shops a campaign brings, but **which of them upgrade** – and how much MRR that creates.

- Origin (UTM + referrer) is captured on the first click
- ... linked to a shop on installation
- ... and recorded with every plan change

FLOW

Five steps from click to report



THE KEY

One ID ties it all together

```
install_uid = 3f6c2a1e-8b7d-4c3e-...
```

CREATED

API generates a UUID v4
when the click is captured

TRAVELS

v1 stores it as a cookie in
the merchant's browser

RETURNS

OAuth callback sends it
back → `shop_id` is set

REFERENCED

every plan event carries
`attribution_install_uid`

Only new installs and re-installs are linked – logins into existing shops change nothing.

Capture and link

POST /auth/remote/install-attribution

- `utm_source` ... `utm_term`, `landing_url`, `referrer`
- trimmed, truncated, empty → `NULL`
- `referrer_domain` = host without `www.`

```
{ "success": true,  
  "install_uid": "3f6c2a1e-..." }
```

POST /auth/remote/oauth/callback

- validate JWT (`remote-auth`) + Shopify HMAC
- new shop or re-install → `link()`
- sets `shop_id` and `install_date`
- no matching UID → silently ignored

STEP 3

On every plan change

Database: shop_plan_event

- `upgrade`, `downgrade` or `cancel`
- old/new plan, price (USD, monthly)
- `attribution_install_uid` → link to the campaign

Google Analytics 4

- Events `plan_change` and `plan_<target>`
- UTM as `install_source`, `install_campaign`, ...
- `client_id = sha1(shopId)` – pseudonymous, per shop

STEPS 4 + 5

Reporting in the intranet

`intern.lovely-app.com/report` · role `reporting` or `admin` · live from the API, 1 h Redis cache

KPIs

Attributions (of which linked), plan events, breakdown by source, medium, campaign

Revenue & MRR

per source, per plan, revenue lost to cancellations and downgrades

Journeys

Plan history per shop: stable, cancelled, switchers, trial only, reactivated

Drill-down

Click a source or medium to filter the table; linked only via `linked=1`

Year over year

same period one year earlier, via `compare=1`

PDF export

all filters, A4 landscape, ready to share

VALUE

What we can answer now

Which campaign drives the most installs?

Which sources bring paying customers – and how much MRR?

What is the click-to-install conversion per source?

How does this compare to last year?

LIMITS

Known gaps and open issues

Re-install via new campaign → 502

`shop_id` is UNIQUE; a second `link()` for the same shop fails.

No cookie, no attribution

Blocked cookies, a different browser or direct App Store installs → `unknown`.

`debug_mode=true` in GA4

All events land in the DebugView – review for production.

GA4 needs custom dimensions

`install_*` parameters must be registered; no link to the web session.

MORE DETAILS

Questions?

Full documentation with endpoints, data model and SQL examples: **Documentation (HTML / PDF)**

→ [Open the documentation](#)