

拼多多iOS14 归因文档 v1.4

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1. 归因说明
2. 生成规则
3. 参数获取
 - i. 设备初始化时间
 - ii. 系统更新时间
 - iii. 系统启动时间
4. 生成示例
 - i. 采集原始结果
 - ii. 计算结果

1. 归因说明

针对iOS14.5后续无法默认采集IDFA的问题，拼多多侧结合目前业界CAID生成规范，以及实际数据验证，升级整理了几个识别度比较高的非敏感字段，整合了拼多多广告ID（Pinduoduo Advertisement Identifier）；

广告平台侧，在RTA/RTB请求，以及监测链接中，采用同样的方式生成PAID1.4字段，传给拼多多侧，拼多多App激活后采用同样的生成逻辑生成，进行归因；提升iOS空设备部分的归因准确率；

当前方案采用的字段，均为非敏感字段，且生成结果不可逆，可以有效保护终端用户的隐私和数据安全；

2. 生成规则

$$PAID = MD5(\text{设备初始化时间}) + "-" + MD5(\text{系统更新时间}) + "-" + MD5(\text{系统启动时间})$$

3. 参数获取

i. 设备初始化时间

```
static NSString *getFileTime() {  
    struct stat info;
```

```

    int result = stat("/var/mobile", &info);
    if (result != 0) {
        return @"";
    }
    struct timespec time = info.st_birthtimespec;
    return [NSString stringWithFormat:@"%ld.%09ld", time.tv_sec, time.tv_nsec];
}

```

ii. 系统更新时间

```

+(NSString *)getSysU {
    NSString *result = nil;
    NSString *information = @"L3Zhci9tb2JpbGUvTGlicmFyeS9Vc2VyQ29uZmlndXJhdGlvbGlByb2ZpbGVzL1B1YmxpY0luZm8vTUNNZXRhLnBsaXN0";
    NSData *data=[[NSData alloc] initWithBase64EncodedString:information options:0];
    NSString *dataString = [[NSString alloc] initWithData:data encoding:NSUTF8StringEncoding];
    NSError *error = nil;
    NSDictionary *fileAttributes = [[NSFileManager defaultManager] attributesOfItemAtPath:dataString error:&error];
    if (fileAttributes) {
        id singleAttribute = [fileAttributes objectForKey:NSFileCreationDate];
        if ([singleAttribute isKindOfClass:[NSDate class]]) {
            NSDate *dataDate = singleAttribute;
            result = [NSString stringWithFormat:@"%f",[dataDate timeIntervalSince1970]];
        }
    }
    return result;
}

```

iii. 系统启动时间

```

static time_t bootSecTime(){
    struct timeval boottime;
    size_t len = sizeof(boottime);
    int mib[2] = { CTL_KERN, KERN_BOOTTIME };
    if( sysctl(mib, 2, &boottime, &len, NULL, 0) < 0 )
    {
        return 0;
    }
}

```

```
        return boottime.tv_sec;
    }

    +(NSString *)bootTimeInSec
    {
        return [NSString stringWithFormat:@"%ld",bootSecTime()];
    }
}
```

4. 生成示例

备注：为清晰展示，数据分表展示

i. 采集原始结果

设备编号	设备初始化时间	系统更新时间	系统启动时间
1	1647545718.125795458	1647545826.588793	1657043138
2	1569414999.877419249	1649874126.157693	1656090056
3	1524767878.537018166	1650153763.637396	1653600354
4	1658210433.451238601	1658212167.019409	1658210448
5	1587004327.146940065	1616107656.440079	1657493702
6	1628142130.102715857	1655447492.137412	1656314928
7	1557824518.960120666	1597256202.393322	1658115236
8	1637160753.561059541	1654611086.187284	1656292612
9	1548565748.149342952	1596994441.787303	1657889582
10	1596048126.451672749	1601481961.559696	1658224946
11	1626452468.711824833	1633622410.364634	1657932384
12	1535473562.876427354	1535473579.022677	1656743955
13	1556381454.948451236	1634667696.142738	1657886879
14	1584361224.150567169	1632394326.412768	1658138538
15	1608976242.930396291	1650045600.750422	1656982248

16	1591413478.914472291	1649793535.673446	1658011367
17	1640294221.852047374	1640294311.587416	1657204628
18	1645104490.050707105	1653595129.672621	1658140628
19	1657020539.220827965	1657020558.352704	1658148897
20	1609867808.703714291	1609867905.983762	1657293770

ii. 计算结果

设备 编号	PAID1.4
1	28944d97b8a6e9b5d409f4cd2d2b850b-b85d794da3728e1ab115c3ad709e64d2-00f1c522fc69f43079d73fcb3fa6d405
2	dc55f43fa6f07dcc5699e9a7236c86d9-057c82519605586e2d7dba7c058b3e15-846b39d435e0239dcc4fc596886e42b9
3	56a1c99031d689c335e0ac4e0cf9c2d7-a0545f8d107a37eeb4d5b5f605eaea4e-a71db4d69b75fdf92dae1a2d91282805
4	2ad6380398b7d57efeb1d2ff8ab2a71b-702f28a3748ee03c14f2582d04714f20-e079d47b21d5d73bf808764eddd67bb5
5	cfdb3815996708b09b3fd0b51adc2514-55cd74683e9ea7bbff88d14af2270e77-8cbc0264047c5778d44a630035e3d9bd
6	5be94e2b57c91da6bf841c619cdd9692-a77310f1de76b35d9e84355bb586b988-6b8d800672083bc154f7a0b720ab01c4
7	428e7b560407075f7ebf4f6c1ab2d29e-c1ae88ac47973b22e40408318336d471-093a334e569bfaeb6741642a4e08d8c2
8	36d3959790a5e5af6c9b6eda08cd7753-d44aad6999f0a7ac638b624900297aa8-d84952d6bdf4a23ac98e6f78cd0775ca
9	355a76fe240c010873cb9c7af74f74ee-c01bda80371458976fca9f42e093e222-9711ae244d0f943ba753fd40c4be0538
10	e3b4630c3c19b3d336ea3ca3840d8e27-e7c04f8deeb81adb1b40ba7e571424ea-8777fd90ce7b05b5fa9cbce55b05ac81
11	cf7aa3b529dc54f9e0c44985a7c10162-6b4c60fe42e663d0e730e85f5aed50b9-111707cf5f0d4967b4b95b60f4aaec6e

12	137dbe045be5e0d3e17a6faee7148f20-ca89ed8b2773aac95e8ed2a76f484212-8a3b07981642cc1d0e817bbdeedaacda
13	95ef2cb98de5f2e882de1c824c3e8d94-748f3a113ea9057011a850a489f531d5-e004b7fb76635354bd05dcd6c3c315d5
14	6e2a68c9b516d77aa2ebf6edb0ebf50d-e626d707f17bb0e264c6f2fd7b4343a5-3503d1f2c8684cb1a72c23ca2e9d2f50
15	67f90239da6c0939385b8dda35545e3c-f4b2a5bd8b0fd5e72fed8a088b9ba22b-7caa07034af314b6223c7462cc02ab2e
16	219a9c4b51df2091a7c2939178bd241c-4549f62a1fc36121e97a255f2caddae3-166cfb845c705a0eaa599c8c87b70425
17	ab041c380c30b45dd1e86533941cd2c0-dea83017889ee8a0196e43b5aa24ac89-10ce2fea647f532f9774a3cbc2545695
18	ddd10432310096931cffbec85f8d900b-78ea2bb3d98a14c30c6ea8b967121690-04986b98ad9945d58cc624b82efac49f
19	5df2fcd126ff1d8f99323a305c54c78d-d7080cbda9be126f51978fb9111be3f2-b5526423671bcb7713c7dabbd23465ab
20	73581fadfdc25fe02a206f7b51939bbe-85c0b7ec2bc816dddf08bad447dbb804-f4c7ea2d7a4567fee395567d9ae80917