



Slack integration step by step

March / 2025

Chapter 01

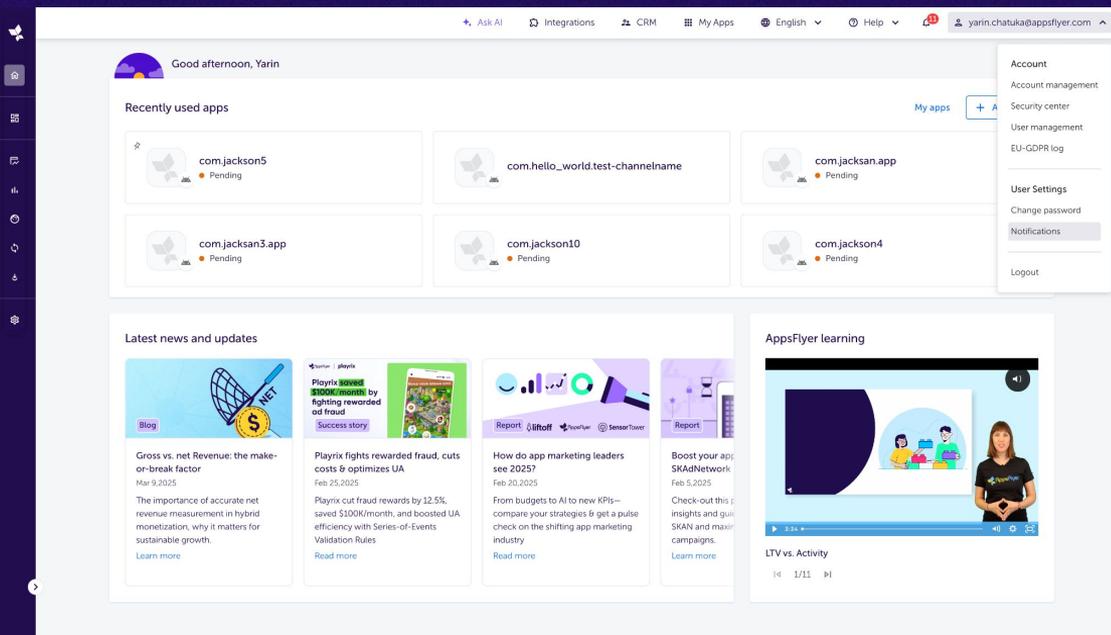
Getting Started with Slack Integration



Step 1: Start the Slack Integration

To enable Slack notifications, navigate to HQ1 and follow these steps:

1. Go to User menu > Notifications.



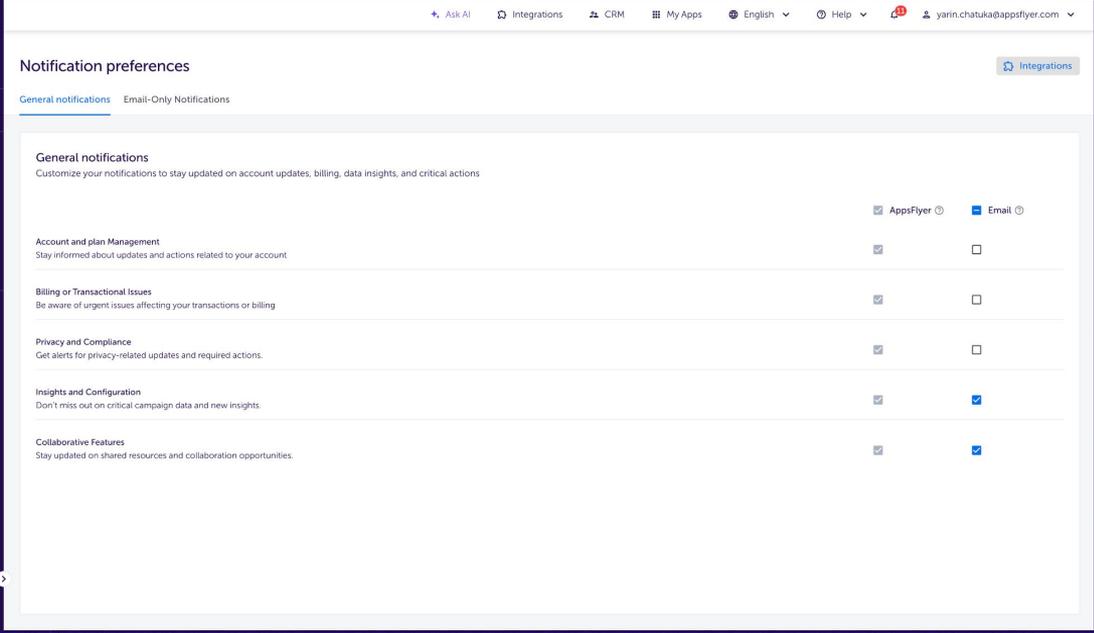
The screenshot displays the Appsflyer user interface. At the top, there is a navigation bar with options like 'Ask AI', 'Integrations', 'CRM', 'My Apps', 'English', 'Help', and a user profile 'yarin.chatuka@appsflyer.com'. Below the navigation bar, a greeting 'Good afternoon, Yarin' is shown. The main content area is divided into several sections: 'Recently used apps' (a grid of app cards with names like 'com.jackson5', 'com.hello_world.test-channelname', 'com.jackson.app', 'com.jackson3.app', 'com.jackson10', and 'com.jackson4', each with a 'Pending' status), 'Latest news and updates' (a grid of news cards with titles like 'Gross vs. net Revenue: the make-or-break factor', 'Playrix fights rewarded fraud, cuts costs & optimizes UA', 'How do app marketing leaders see 2025?', and 'Boost your app SKAdNetwork'), and 'Appsflyer learning' (a video player titled 'LTV vs. Activity'). On the right side, a user menu is open, showing options such as 'Account', 'Account management', 'Security center', 'User management', 'EU-GDPR log', 'User Settings', 'Change password', 'Notifications', and 'Logout'.



Step 1: Start the Slack Integration

To enable Slack notifications, navigate to HQ1 and follow these steps:

1. Go to User menu > Notifications.
2. Click the "Integrations" button to open the integration settings.



The screenshot shows the 'Notification preferences' page in the Appsflyer interface. The page is titled 'Notification preferences' and has an 'Integrations' button in the top right corner. Below the title, there are two tabs: 'General notifications' (selected) and 'Email-Only Notifications'. The main content area is titled 'General notifications' and contains a description: 'Customize your notifications to stay updated on account updates, billing, data insights, and critical actions'. There are two columns of notification categories, each with a checkbox for 'Appsflyer' and 'Email'. The categories and their settings are:

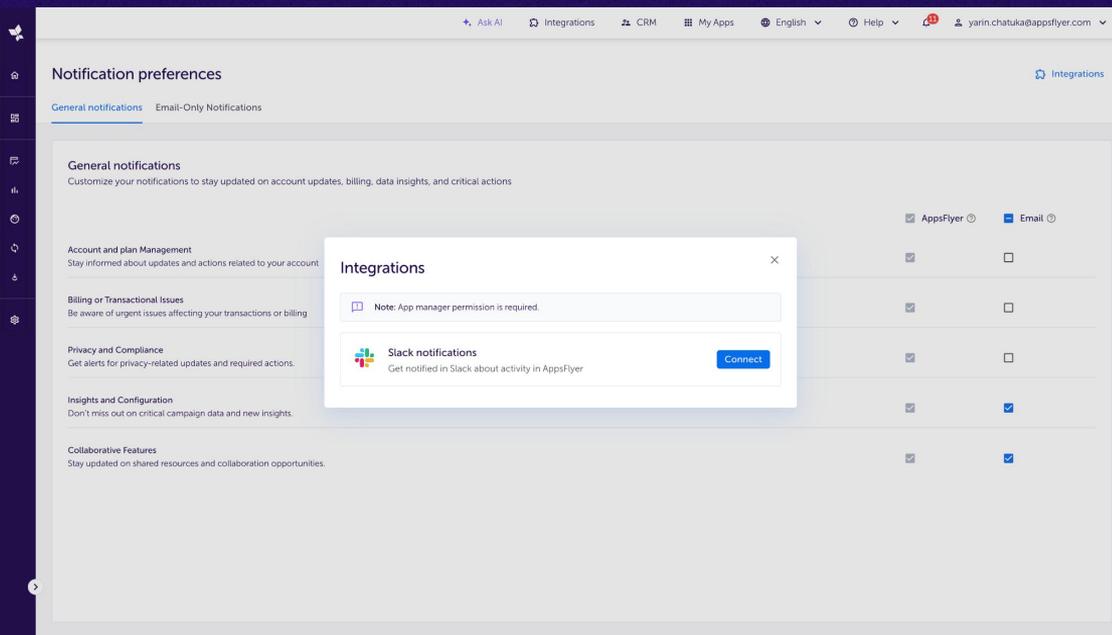
Category	Appsflyer	Email
Account and plan Management Stay informed about updates and actions related to your account	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Billing or Transactional Issues Be aware of urgent issues affecting your transactions or billing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Privacy and Compliance Get alerts for privacy-related updates and required actions.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Insights and Configuration Don't miss out on critical campaign data and new insights.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Collaborative Features Stay updated on shared resources and collaboration opportunities.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Step 1: Start the Slack Integration

To enable Slack notifications, navigate to HQ1 and follow these steps:

1. Go to User menu > Notifications.
2. Click the "Integrations" button to open the integration settings.
3. Click the "Connect to Slack" button.



The screenshot shows the Appsflyer "Notification preferences" page. The page has a sidebar on the left with navigation icons. The main content area is titled "Notification preferences" and has two tabs: "General notifications" (selected) and "Email-Only Notifications". Under "General notifications", there are several categories with checkboxes for "AppsFyler" and "Email":

Category	AppsFyler	Email
Account and plan Management Stay informed about updates and actions related to your account	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Billing or Transactional Issues Be aware of urgent issues affecting your transactions or billing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Privacy and Compliance Get alerts for privacy-related updates and required actions.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Collaborative Features Stay updated on shared resources and collaboration opportunities.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

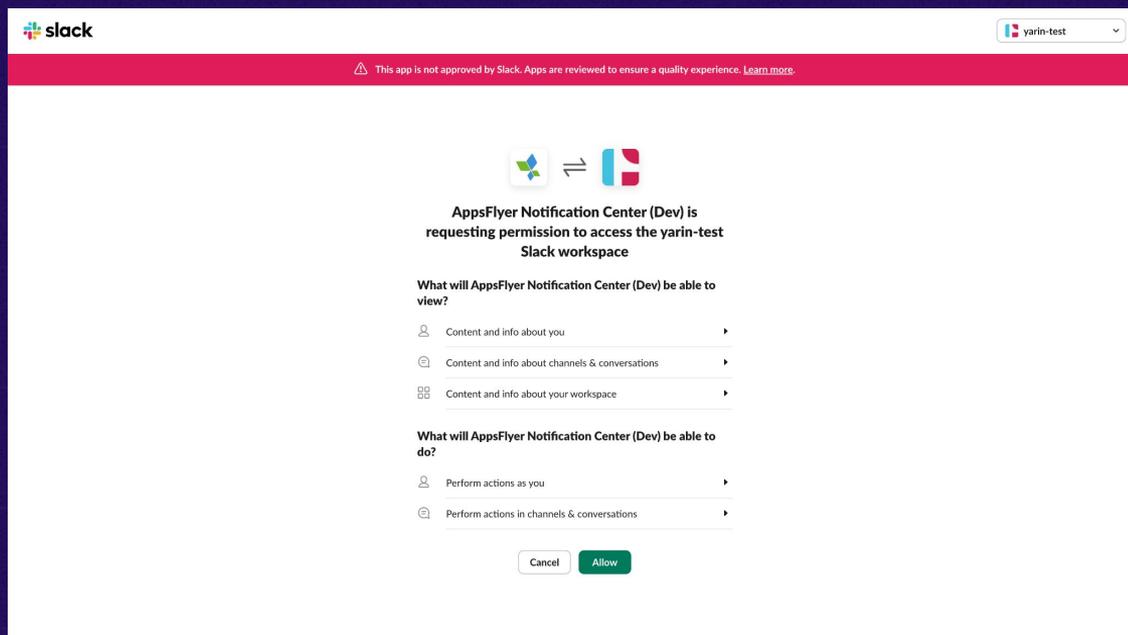
An "Integrations" modal is open in the center, showing a "Note: App manager permission is required." and a "Slack notifications" section with a "Connect" button. The Slack notifications section includes the text "Get notified in Slack about activity in Appsflyer".



Step 2: Authorize Slack Integration

After clicking “Connect to Slack”, a new tab will open, prompting you to authorize the integration:

1. Make sure the correct Slack workspace is selected.
 2. Click “Allow” to grant the necessary permissions.
- ★ Users may see a banner stating: ‘This app is not approved by Slack.’ This is due to the beta status of the app and does not affect functionality

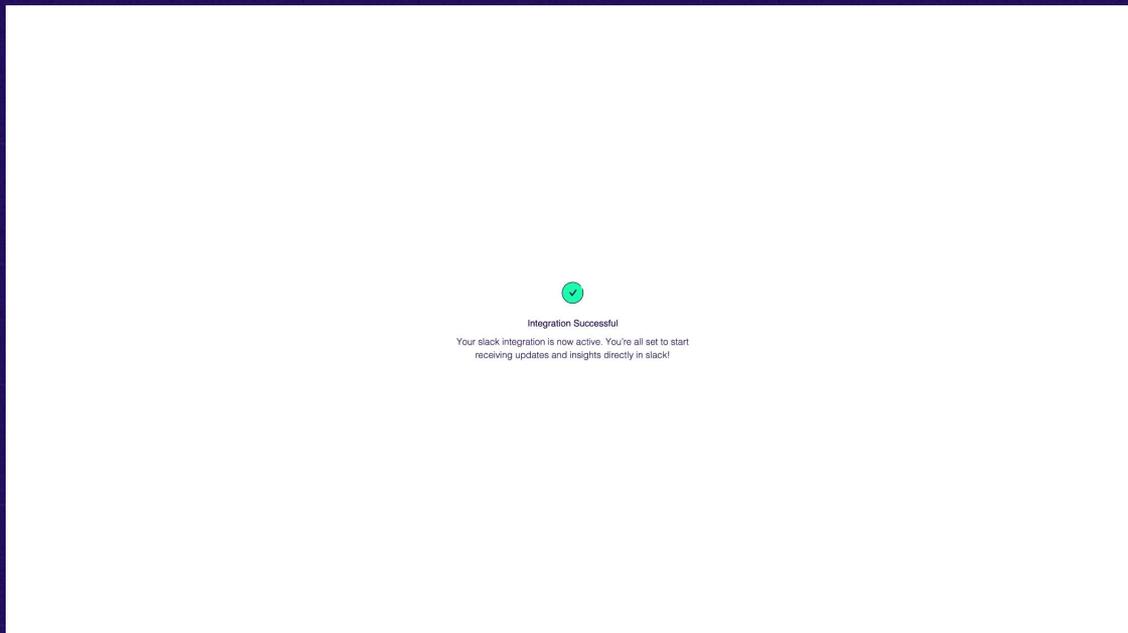


Step 2: Authorize Slack Integration

After clicking “Connect to Slack”, a new tab will open, prompting you to authorize the integration:

1. Make sure the correct Slack workspace is selected.
2. Click “Allow” to grant the necessary permissions.
3. Once authorized, you’ll see a “Integration Successful” message.

Your Slack workspace is now linked, and notifications will start appearing in the selected channel.



Step 3: Review Slack Settings

After successfully connecting, you can manage your Slack settings in HQ1:

1. The Slack channel will now appear as part of the notifications settings.
2. If needed, you can disconnect Slack at any time from this page.

The screenshot displays the 'Notification preferences' page in the Appsflyer interface. The page is divided into two tabs: 'General notifications' (selected) and 'Email-Only Notifications'. Under 'General notifications', there are several categories of notifications, each with a table of integration options. The 'Slack' column is checked for all categories. A modal window titled 'Integrations' is open, showing a note about app manager permission and a 'Slack notifications' entry that is 'Connected' with a 'Disconnect' button.

Notification Category	AppsFlyer	Email	Slack
General notifications Customize your notifications to stay updated on account updates, billing, data insights, and critical actions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Account and plan Management Stay informed about updates and actions related to your account	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Billing or Transactional Issues Be aware of urgent issues affecting your transactions or billing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Chapter 02

Handling Errors



Slack Approval Required

- In some cases, additional approvals may be needed before completing the Slack integration.
- If your Slack workspace has restricted app installations, you may see an approval request during the authorization process. Here's how to handle it.

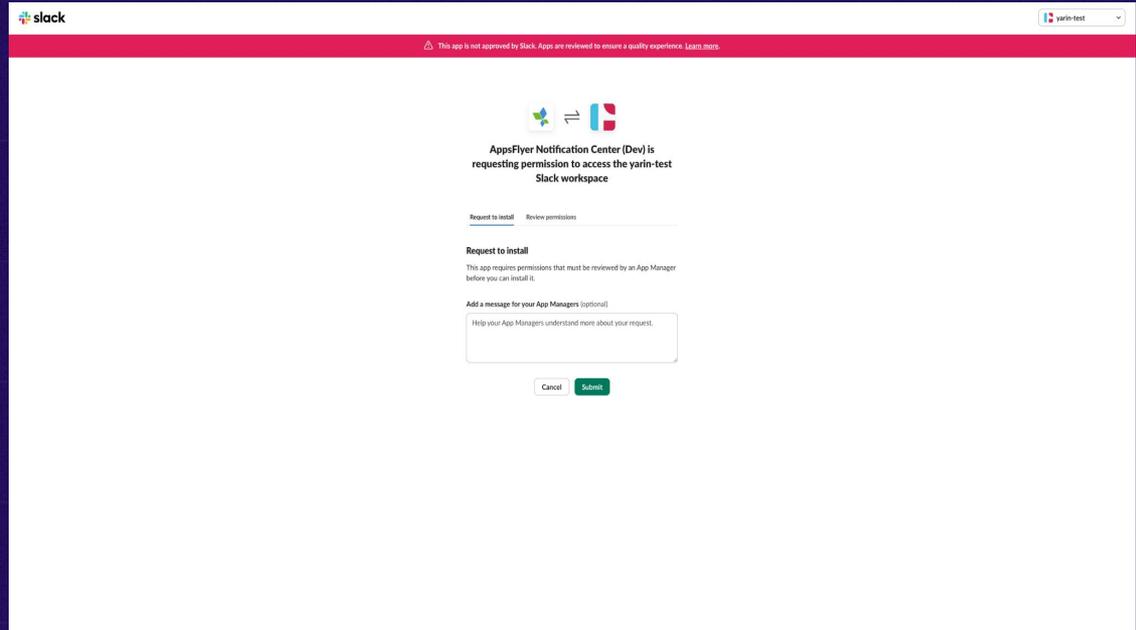


Requesting App manager approval

Some Slack workspaces restrict app installations, requiring admin approval before you can complete the integration.

If this applies to your workspace, you'll see a message stating:

“This app requires permissions that must be reviewed by an App Manager before you can install it.”



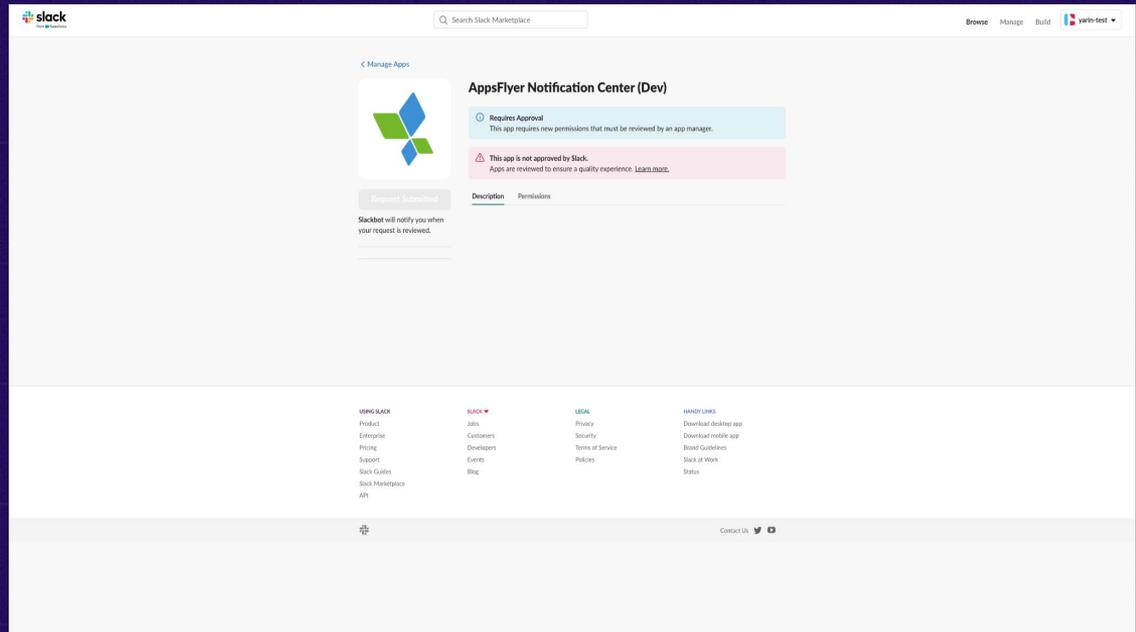
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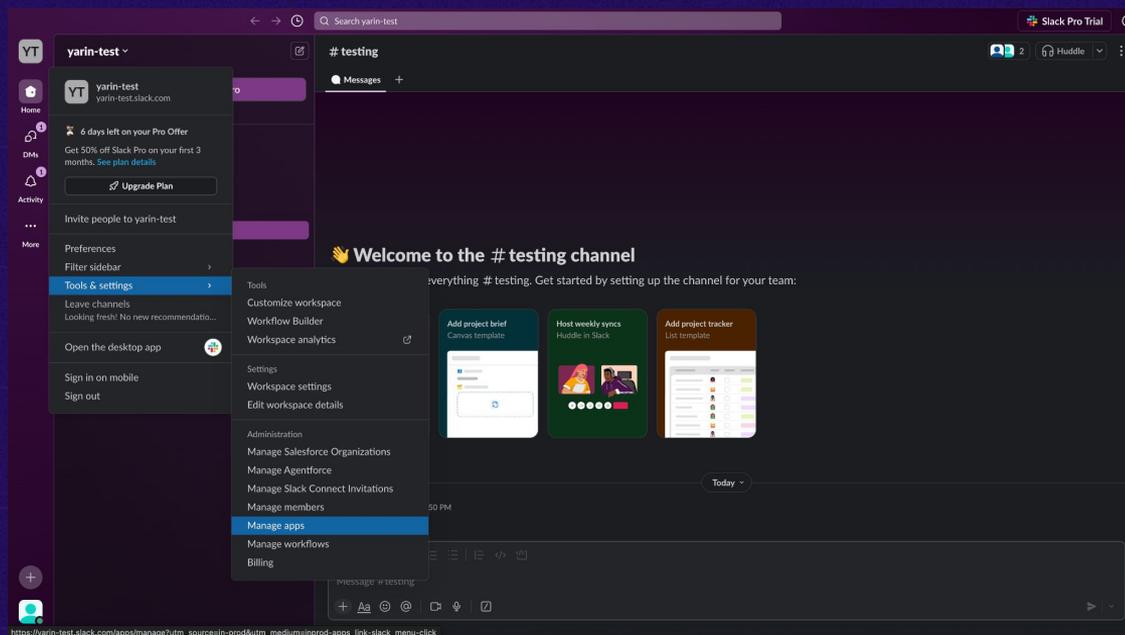
Until approval is granted, the integration cannot proceed.



App approval

Your workspace admin will receive a notification, and must approve the app in Slack Admin Panel:

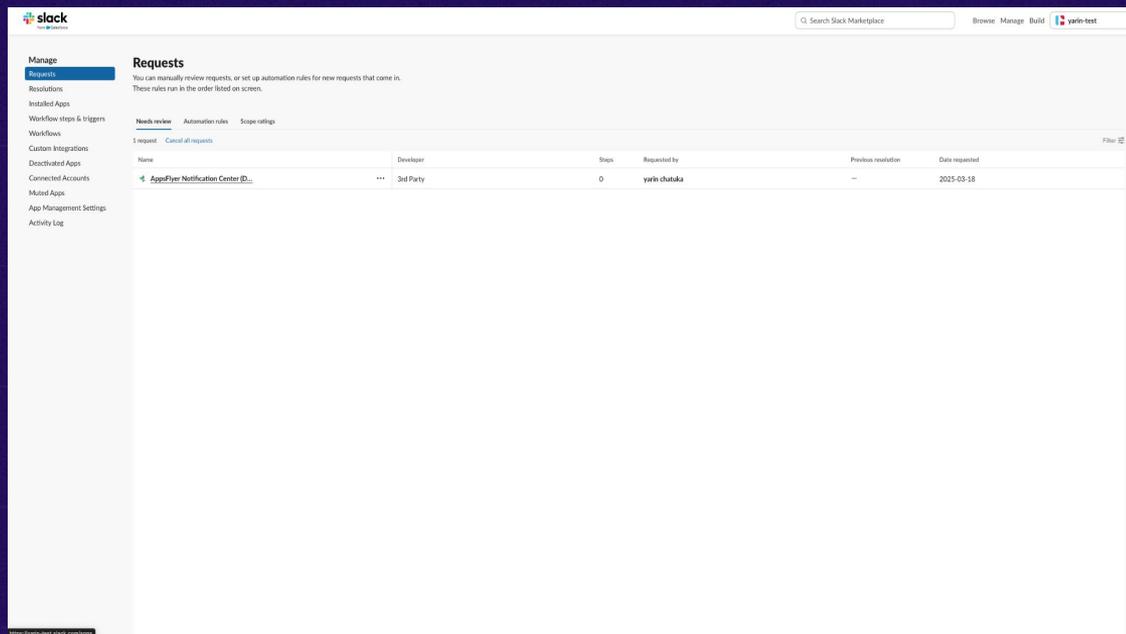
1. In Slack app, click on the workspace dropdown
2. go to Tools & settings > Manage apps.



App approval

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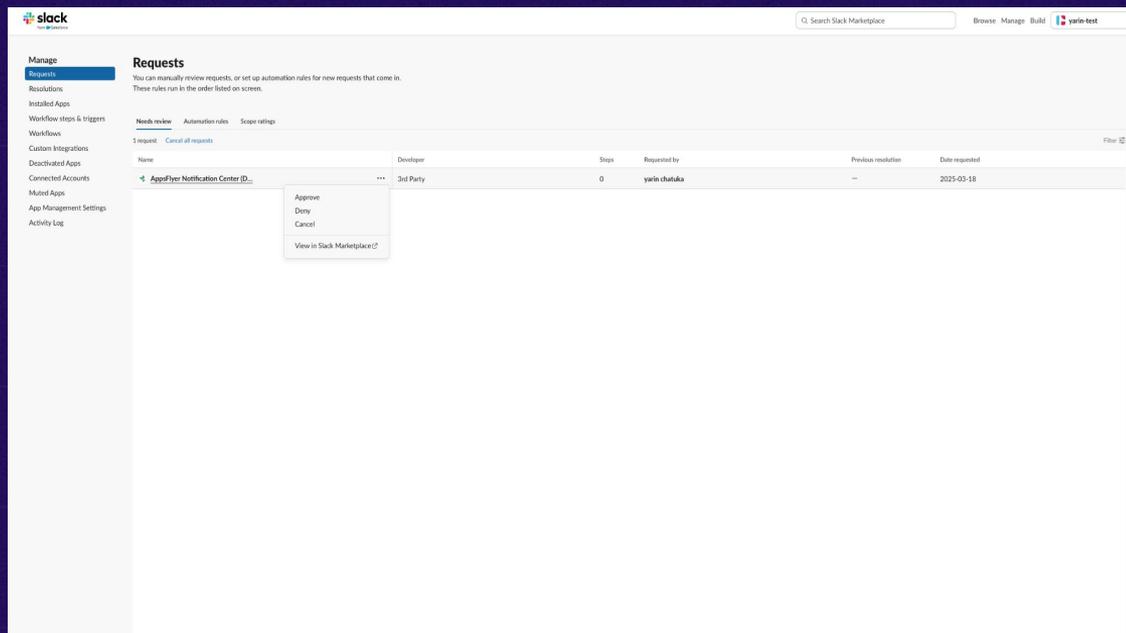
1. In Slack app, click on the workspace dropdown
2. go to Tools & settings > Manage apps.
3. In Slack Admin Panel, go to Requests to approve the app



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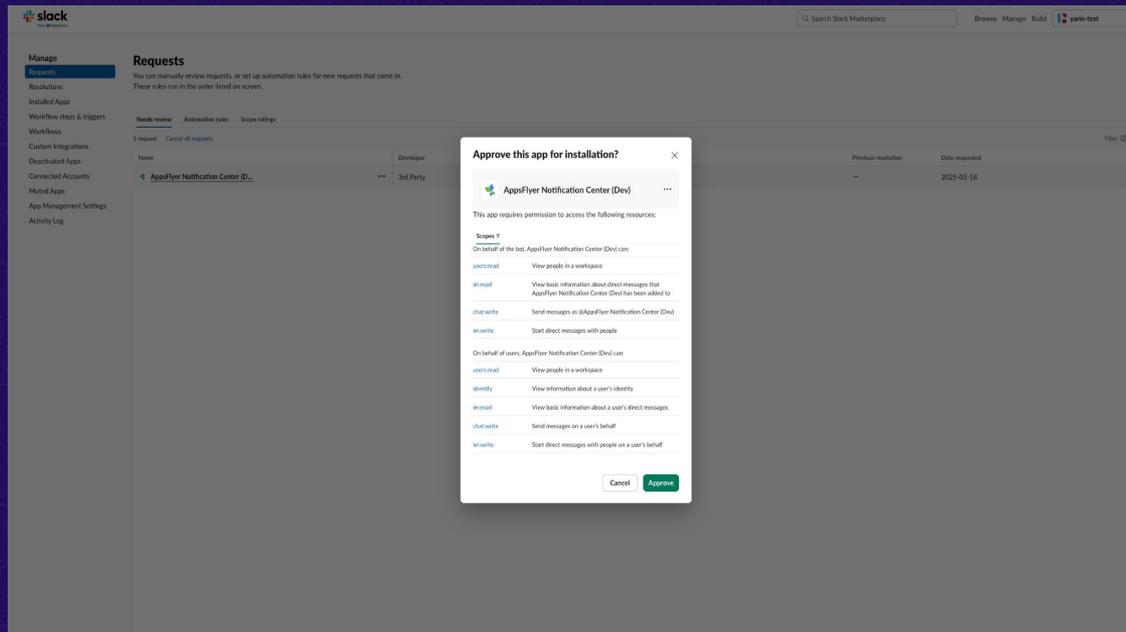
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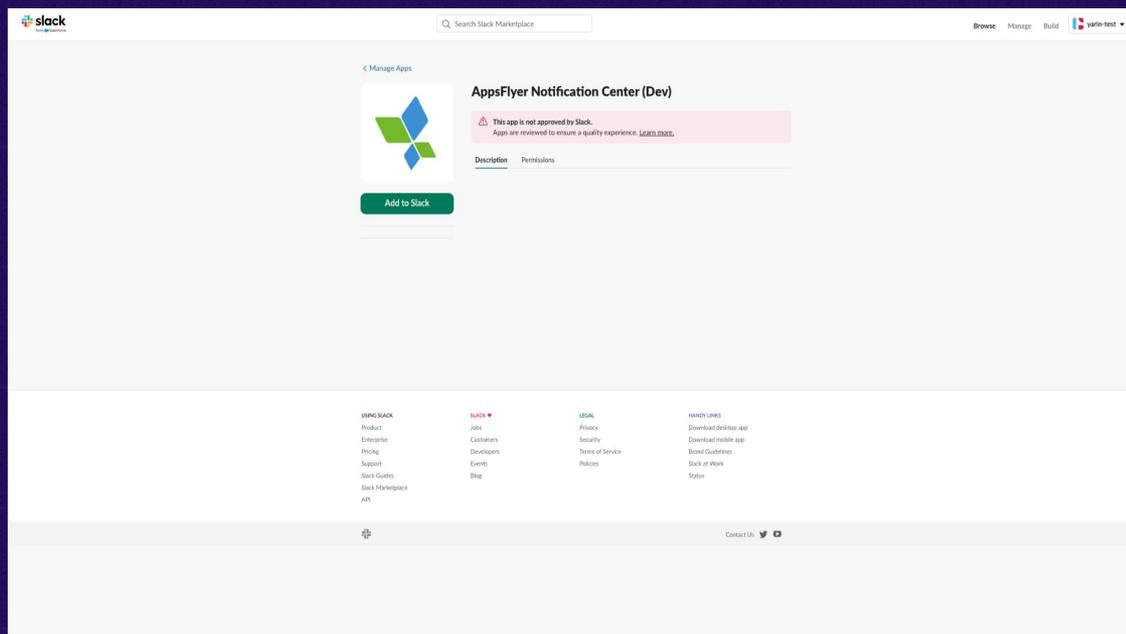
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App approval

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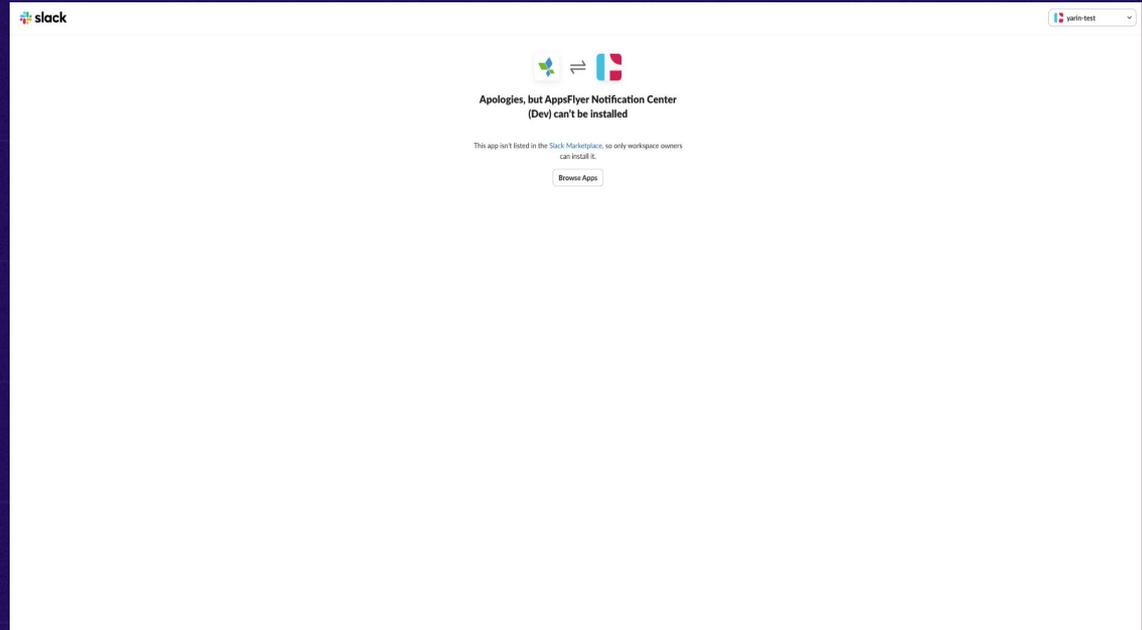
1. In Slack app, click on the workspace dropdown
2. go to Tools & settings > Manage apps.
3. In Slack Admin Panel, go to Requests to approve the app
4. Once approved, the user can continue the integration, or return to HQ1 and restart the process.



Slack Marketplace Restrictions

Some Slack workspaces are configured to allow only Marketplace-approved apps.

If your workspace has this restriction, you'll see a message stating:
"App cannot be installed."

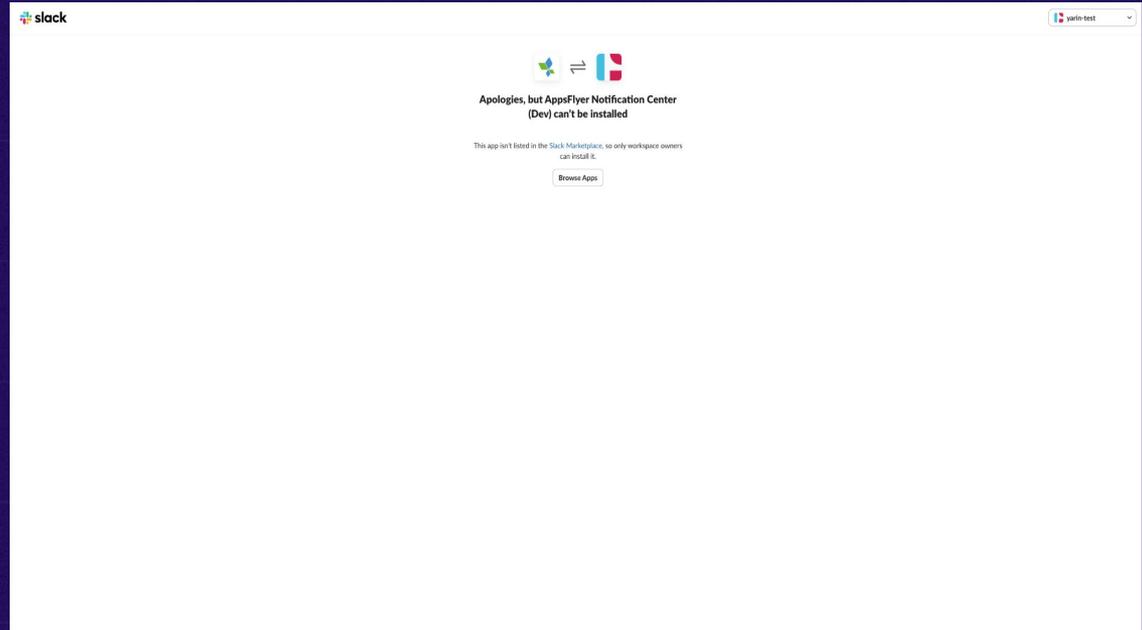


Slack Marketplace Restrictions

Since this app is still in beta, only a Slack workspace admin can complete the integration.

To proceed, follow these steps:

1. A Slack admin must log in to HQ1 and start the integration process.
2. The admin should approve the app manually as a user.
3. Once integrated, the app will function normally within the workspace.





Thank
you

The text "Thank you" is rendered in a large, bold, dark blue font. The letters are stylized with various human icons and data-related graphics. The 'T' has a purple circle on its top right. The 'h' contains a woman's face. The 'a' has a light blue square on its top right. The 'n' has a light green bar on its top right. The 'k' has a white arrow pointing up on its left vertical stroke and a man's face on its top right. The 'y' has a white arrow pointing up on its left vertical stroke and a man's face in its center. The 'o' has a woman's face in its center. The 'u' has a woman's face on its right side.

yourmail@appsflyer.com