BLANK WORKSHEET / ONE CREATOR POST

Creator tracking *sheet.*

Keep each signal separate. No personal user records.

01 Identity and links

Campaign ID	Creator ID
Post ID	Social platform
Post URL + time	OS + destination
Actual destination links	Optional source code

02 Event and reporting rules

Event name	Report source
Attribution rule + window	Report period + timezone
Exclusions	Conflict rule

03 QA: test the actual journey

Fresh-install check	Already-installed check
Referrer / event verified	QA status + failure notes

04 Results and unknowns

Link clicks	Store downloads
App first opens	Code entries
Survey mentions	Survey responses (total)
Unknown / missing status	Next action

Do not add these counts together.

Proposed workflow · Copyable fields in the article
myah.dev/blog/track-app-installs-from-creator-videos

Myah