

# LinkOwl

## Setup Guide

*For AI Coding Assistants*

*VibeCode | Cursor | Rork Max | Bolt | Lovable | Xcode*

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Download this file and paste it into your AI coding tool.  
It will guide you through integrating LinkOwl step by step.

linkowl.app

# What is LinkOwl?

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LinkOwl is a simple attribution tool for app developers and website owners. It tracks which campaigns, influencers, or channels drive your installs, visits, and purchases.

You create tracking links, share them anywhere, and LinkOwl tells you which ones make money.

## Pricing

- Free to use - no monthly fees, no subscription
- 0.05 per attributed first purchase
- 0.02 per attributed renewal
- Charges accumulate - your card is only billed when the balance reaches 5
- You're only charged when LinkOwl actually tracks a sale

## Step 1: Create Your Account

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1. Go to [linkowl.app/signup](https://linkowl.app/signup)
2. Create an account with your email and password
3. After logging in, click "Add App" (for iOS) or "Add Website" (for web projects)
4. Fill in your project details:
  - For iOS: App name, Bundle ID (e.g. com.yourcompany.yourapp), App Store URL
  - For Web: Project name, Website URL (e.g. <https://yoursite.com>)
5. After creation, copy your API key (starts with lo\_live\_). You'll need it in the next steps.

*You can always find your API key later in Dashboard > Your App/Website > Settings*

## Step 2: Choose Your Platform

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Follow the section that matches your project:

- iOS App (Swift / SwiftUI) - see Section A
- iOS App (React Native / Expo) - see Section B
- Website (HTML, Next.js, any web framework) - see Section C

## Section A: iOS (Swift / SwiftUI)

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### A1. Install the Swift SDK

Add the LinkOwl Swift package to your project via Swift Package Manager:

1. In Xcode: File > Add Package Dependencies
2. Enter the package URL:

```
https://github.com/linkowl/linkowl-swift
```

If using Rork Max or another SwiftUI builder, tell it to add this SPM package URL.

### A2. Initialise LinkOwl

In your app's entry point (e.g. @main App struct or AppDelegate), add:

```
import LinkOwl

@main
struct YourApp: App {
    init() {
        LinkOwl.configure(apiKey: "YOUR_API_KEY")
    }

    var body: some Scene {
        WindowGroup {
            ContentView()
        }
    }
}
```

*Replace YOUR\_API\_KEY with the API key from your LinkOwl dashboard.*

What this does:

- Checks if the user came from a LinkOwl tracking link
- Reports the install with attribution data
- Sends only timezone and locale (no personal data)

### A3. Connect RevenueCat

If your app uses RevenueCat for in-app purchases, connect the webhook:

## In your LinkOwl dashboard:

1. Go to your app > Settings
2. Find the "RevenueCat Webhook" section
3. Copy the Webhook URL (unique to your app)

## In RevenueCat (app.revenuecat.com):

4. Go to your Project > Project Settings > Webhooks
5. Click "Add Webhook"
6. Paste the LinkOwl webhook URL
7. Enable these events: INITIAL\_PURCHASE and RENEWAL
8. Save
9. RevenueCat will show a shared secret - copy it

## Back in LinkOwl:

10. Paste the shared secret into the "Webhook Secret" field
11. Click Save
12. You should see a green dot with "Connected" status

## A4. Connect Superwall (alternative)

If your app uses Superwall instead of RevenueCat, the process is similar:

1. Copy the webhook URL from your LinkOwl app settings
2. Add it to your Superwall dashboard webhook settings
3. Copy the signing secret back into LinkOwl settings

## Section B: iOS (React Native / Expo)

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### B1. Install the React Native SDK

```
npm install @linkowlnew/react-native
```

Or with yarn:

```
yarn add @linkowlnew/react-native
```

*Pure JavaScript - no native modules needed. Works with Expo Go out of the box.*

### B2. Initialise LinkOwl

In your app entry point (e.g. App.tsx or App.js):

```
import { LinkOwl } from '@linkowlnew/react-native';

// Call this once when the app starts
LinkOwl.configure('YOUR_API_KEY');
```

*Replace YOUR\_API\_KEY with the API key from your LinkOwl dashboard.*

### B3. Connect RevenueCat or Superwall

The webhook setup is identical to the Swift version. Follow steps A3 or A4 above - the process is the same regardless of whether your app is Swift or React Native.

## Section C: Website

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### C1. Add the Tracking Script

Add this script tag to your website, just before the closing `</head>` tag:

```
<script src="https://linkowl.app/lo.js" data-key="YOUR_API_KEY"></script>
```

*Replace YOUR\_API\_KEY with the API key from your LinkOwl dashboard.*

What this does:

- Reads the `lo_ref` parameter from LinkOwl attribution links
- Stores it in a 30-day cookie
- Reports the visit back to your dashboard
- 2KB, zero dependencies, fails silently

If using Next.js, add it to your `layout.tsx`:

```
<Script src="https://linkowl.app/lo.js"  
  data-key="YOUR_API_KEY"  
  strategy="afterInteractive" />
```

### C2. Connect Stripe

This lets LinkOwl track which visits turn into paying customers.

#### In your LinkOwl dashboard:

1. Go to your website project > Settings
2. Find the "Stripe Webhook" section
3. Copy the Webhook URL (unique to your project)

#### In Stripe (dashboard.stripe.com):

4. Go to Developers > Webhooks
5. Click "Add destination"
6. Select "Webhook endpoint" > click Continue
7. Select "Your account" > click Continue

8. Search for and select these two events:
  - checkout.session.completed
  - invoice.paid
9. Click Continue
10. On the destination details page:
  - Destination name - anything you like (e.g. your website name)
  - Endpoint URL - paste the webhook URL you copied from LinkOwl
  - Leave Description blank
11. Click "Create destination"
12. Stripe will show a signing secret (starts with whsec\_...) - copy it

### Back in LinkOwl:

13. Paste the signing secret into the "Webhook Signing Secret" field
14. Click Save
15. You should see a green dot with "Connected - Waiting for first event"

### C3. Set User Identity (Optional)

For better attribution accuracy, call `LinkOwl.setUserId()` when a user signs up or logs in:

```
// After signup or login
LinkOwl.setUserId("cus_abc123")

// Or with an email
LinkOwl.setUserId("user@example.com")
```

This helps match visits to Stripe purchases even if cookies are cleared.

## Step 3: Create Tracking Links

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Once your app or website is connected:

1. Go to your LinkOwl dashboard
2. Click into your app or website
3. Click "+ New Link"
4. Give it a name (e.g. "TikTok Campaign", "YouTube Review", "Instagram Bio")
5. Set the destination:
  - iOS: Your App Store URL
  - Web: Your website URL
6. You'll get a tracking link like `linkowl.app//abc123`
7. Share this link with influencers, in ads, on social media, etc.

*Each link tracks clicks, installs/visits, purchases, and revenue separately.*

## Step 4: Add Payment Method

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LinkOwl charges 0.05 per attributed first purchase and 0.02 per renewal. To set up billing:

1. Go to Dashboard > Billing (in the sidebar)
2. Click "Add payment method"
3. Enter your card details

*Your card is only charged when your balance reaches 5. No subscription, no monthly fees.*

## Troubleshooting

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### "Not connected" on webhook status

Make sure you've pasted the signing/shared secret into the LinkOwl settings and clicked Save.

### No installs showing up (iOS)

- Check that `LinkOwl.configure(apiKey:)` is called on app launch
- Make sure the API key matches the one in your dashboard
- Test by clicking a LinkOwl tracking link, then opening the app

### No visits showing up (Web)

- Check the script tag is loading (look in browser Network tab for `lo.js`)
- Make sure the API key in the script tag matches your dashboard
- Test by clicking a tracking link - you should see the visit in your dashboard

### No purchases showing up

- Check the webhook status in settings - it should show "Connected"
- In RevenueCat/Stripe, check if the webhook is receiving events
- Make a test purchase and check if it appears within a few minutes

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## Need Help?

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- Email: [support@linkowl.app](mailto:support@linkowl.app)
- X / Twitter: [x.com/samheli0](https://x.com/samheli0) - DMs open
- Dashboard: [linkowl.app/dashboard](https://linkowl.app/dashboard)
- Docs: [linkowl.app/docs](https://linkowl.app/docs)
- AI Setup Guide: [linkowl.app/setup-guide](https://linkowl.app/setup-guide)