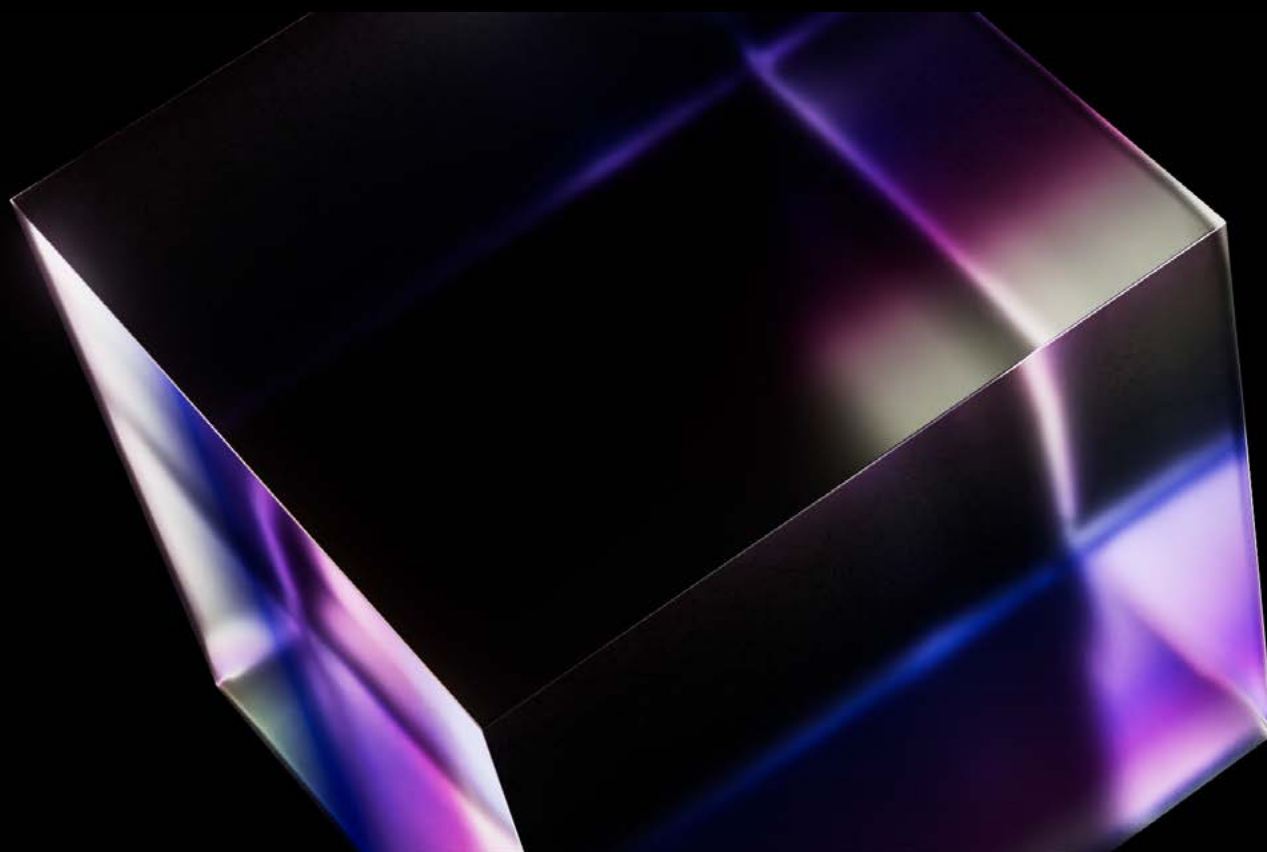




How to grow UA with Unity Ads powered by Vector:

step-by-step guide
and best practices



Updated as of July 2026



What's covered in this guide

- Choose the right campaigns for your game
- Before launch
- At launch: prepare the creative setup
- At launch: bid and budget recommendation
- After launch: how to reach KPIs at scale
- How to optimise creative pack mix
- How to scale new creatives
- Playable ads best practices
- Documentation

How to choose the right campaigns for your game



Create a campaign
[How to choose a campaign type](#)

Step 1: Select a campaign goal

☒ **Return on Ad Spend** Recommended
Acquire users who are predicted to generate revenue targeting your return on ad spend.

☐ **Event Optimization** Beta
Acquire users who are predicted to generate revenue targeting your return on ad spend.

☐ **Installs**
Optimize for getting the most installs possible with your target cost.

☒ **Creative Testing** Beta
Test and compare the creative performance.

☐ **Retention**
Acquire users who are predicted to remain highly engaged.

Step 2: ROAS-specific settings

Configure settings specific to your selected campaign goal.

Select an optimization type

☒ **In-App purchases**
Target users that are predicted to generate revenue through in-app purchases.

☐ **Ad revenue**
Target users that are predicted to generate revenue through watching ads.

☐ **Hybrid**
Target users that are predicted to generate revenue through both in-app purchases and ad revenue.

Optimization Window *

Select

Campaign name *

ROAS 2026-04-14

You can update the name anytime

Creating a new campaign in Unity Ads

Campaign types on Unity Ads

		Quality Optimization		
		Install	Creative Testing	
				Event optimization
				ROAS optimization
Definition	Optimizes towards installs	Gives even number of starts to each creative pack to find / identify the top creative based on highest conversion	Targets users that are most likely to perform a certain action (such as purchase and level complete)	Targets users that are predicted to spend on IAPs or/and watching ads, and uses dynamic bids to acquire them at the right price
Goal	Just installs [available as manual or automated bidding]	To test/boost learnings for new creative packs	Retention, Player, Level complete *	IAP D7, D28 Ad D0, D7, D28 Hybrid D7, D28
Best for	Start, additional scale	Identifying the best performing creative assets (conversion start to install)	An additional potential source of traffic if your current main KPI is ROAS	Main source of traffic if your KPI is ROAS

*Legacy Retention campaign has been sunsetted in June 2026, replaced by CPE Retention which is powered by Vector

*Level Complete campaign is the only quality optimization solution that is currently NOT powered by Unity Vector



Unity Vector Quality Optimization Solutions Overview

Campaign	Optimization Window	Optimization Goal	Use case
IAP D7	D7 cohort	IAP ROAS only	Improve early cohort IAP ROAS performance
IAP D28	D28 cohort	IAP ROAS only	Improve late cohort IAP ROAS, enhance retention performance
Ad Revenue D0	D0 cohort	Ad ROAS only	Immediate ad monetization performance (24H post-install)
Ad Revenue D7	D7 cohort	Ad ROAS only	Improve ad revenue performance within 7-day cohort
Ad Revenue D28	D28 cohort	Ad ROAS only	Improve ad revenue performance with user who engage long-term
Hybrid D7	D7 cohort	Total ROAS (IAP + Ad Revenue)	Optimizing total ROAS (IAP and ad revenue) within 7-day cohort
Hybrid D28	D28 Cohort	Total ROAS (IAP + Ad Revenue)	Optimizing long-term total ROAS (IAP and ad revenue)
CPE Retention	D7 cohort	D7 Retention Rate	Finds users predicted to still be active on Day 7
CPE Payer	D7 cohort	D7 Payer's Conversion	Finds users likely to make their first in-app purchase within 7 days

Starting from 6th March 2026, Unity Ads ROAS campaigns can be accessed without CPI campaign prerequisites.



[Read how Homa increased D28 ARPU and boosted D28 retention with Unity Vector](#)



Overview of optimization window options

Cohort	Definition	What It Means
D0	1 × 24H after install	Measures revenue generated within the first 24 hours after a user installs the game. Targets users who engage and monetize immediately.
D7	8 × 24H after install	Measures revenue generated within the first 8 days (192 hours) after install. Targets users who monetize within approximately the first week after install.
D28	29 × 24H after install	Measures revenue generated within the first 29 days (696 hours) after install. Targets users who deliver value over a longer window after install.



Actionfit is a mobile game publisher based in Korea focused on creating casual experiences for global audiences. When the team set out to scale their logic puzzle title Drop The Cat from soft launch through to global launch, they needed to validate long-term performance and ensure profitable growth. They turned to Unity Ads powered by Unity Vector. [Read the case study.](#)



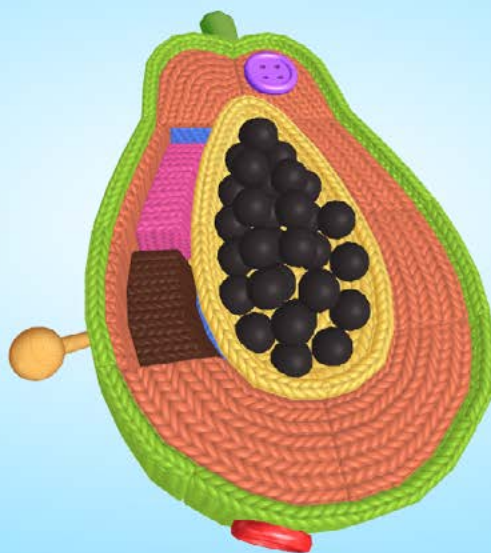
Choose the ROAS campaign mix for your game

Run multiple ROAS — recommended combination based on IAP monetization share

Monetization share	Encouraged combinations	Rationale
Ad Revenue Only	Ad Revenue D0 + Ad Revenue D7 + Ad Revenue D28	Leverage the full-length of Ad Revenue optimization window to capture engaged ads-watcher across different cohorts.
Hybrid monetization, Ad Heavy	D7 Hybrid + D7 Ad Revenue + D28 Hybrid + D28 Ad Revenue	Use Hybrid ROAS + Ad Revenue combination, using both D7 & D28 optimization window across both product to capture the full LTV potential.
Hybrid monetization, IAP Heavy	D7 Hybrid + D7 IAP + D28 Hybrid + D28 IAP	Leverage the Hybrid ROAS + IAP combination, using both D7 & D28 optimization window across both product to capture the full LTV potential.
IAP Only	D7 IAP + D28 IAP	Lock both early + longer cohort purchasers; diversified user segments and improve retention

*Instead of running a single ROAS campaign, Unity recommends running multiple ROAS campaigns in parallel to max out your game-level performance and diversify your user portfolio.

*These guidelines are intended as recommendations rather than mandatory rules. The threshold segmentation is derived from network-level research, but real-world performance may vary. You are free to launch ROAS campaigns whenever your monetization model supports them. Ultimately, your campaign structure should be guided primarily by your actual performance data and observed results.



Unravel Master by Supersonic, playable ad



Read how Unico Studio increased scale by more than 4x with Unity Ads powered by Vector

ROAS campaign mix-launch sequence

ROAS is available from D1, but for new game launches Unity recommends short-window first, then follows with longer-window; so the longer-window campaign can start in optimization mode (no Learning) / a shorter learning leveraging the accumulated data from short-window campaigns.

Monetization share	Recommended launch sequence
Ad Revenue Only	Ad D0 first → Exit D0 learning* then Ad D7 → Exit Ad D7 learning* then Ad D28
Hybrid monetization, Ad Heavy	Ad D7 first → Exit Ad D7 learning* then Ad D28 Hybrid D7 first → Exit Hybrid D7 learning* then Hybrid D28
Hybrid monetization, IAP Heavy	IAP D7 first → Exit IAP learning* then IAP D28 Hybrid D7 first → Exit Hybrid D7 learning* then Hybrid D28
IAP Only	IAP D7 first → Exit IAP learning* then IAP D28

*Read more about [ROAS campaign learning phase](#)

*These guidelines are intended as recommendations rather than mandatory rules. The threshold segmentation is derived from network-level research, but real-world performance may vary. You are free to launch ROAS campaigns whenever your monetization model supports them. Ultimately, your campaign structure should be guided primarily by your actual performance data and observed results.

Before launch: data readiness



Data requirement overview

- **Before adding a new game to Unity Ads**, ensure at least 2 weeks of unattributed data is available. This allows Unity's system to properly calibrate and exit the learning phase faster.
- **Unity validates incoming data from the advertiser's Mobile Measurement Partner (MMP)** to ensure required fields and formats are present for corresponding campaign optimizations .
- When a potential issue is detected, the dashboard shows a notification with **severity, plain-language description**, and a **link to MMP- specific fix instructions**.
- **To fully power Unity Vector, it is essential to follow the Vector Data Enablement requirements** – which contains additional data requirement on top of the validation rules.

Tier	Meaning	Action
P0 — Critical	Critical MMP integration issues that is mandatorily required to start campaign at Unity	Must be followed
P1 — Recommended	Configurations that Unity strongly recommends; may impact measurement or performance	Recommended to update for better data quality
Vector Data Requirement*	Configurations that Unity strongly recommends. If using Vector powered solutions (ROAS campaigns)	Recommended to have in order to fully power Vector capability

*Read more about Unity Vector Data Requirements in [Appendix: Check Your Vector Data Health](#)

Check	Requirement	Validation tier
Game ID	MMP = Unity dashboard	P0*
Postback window	≥ 180 days	P0*
Event mapping (IAP D7, D28 / Hybrid)	Valid purchase event as per requirement, contains value	P0*
Event mapping (Ad D0, D7 / Hybrid)	Valid ad revenue event as per requirement, contains value	P0*
Event Mapping (Payer / Retention)	Valid purchase event with/without value, valid session event	P0*
Install postback after launch	At least one within 2 days	P0
IAP postback after launch	At least one within 7 days (after launch IAP/ Hybrid/CPE Payer)	P0
Ad revenue postback after launch	At least one within 7 days (after launch Ad Revenue or Hybrid)	P0
Organic indicator	Turned on	P1, Vector
Unattributed	Send unattributed install, and post-install events (including organic)	P1, Vector
Postback window	Lifetime	P1, Vector
Unity SDK	In place, updated to the latest version	Vector
Android license key	Provided	Vector
Google Analytics Linking	Authorized and linked	Vector

*P0 rules which will only be flagged for AppsFlyer users on the dashboard



Test Install postbacks with Unity Ads Test App

→ Support self-served install test.

→ Use Ad Testing for Unity Ads App available in:

- [Apple App Store](#)
- [Google Play Store](#)

→ To get started, follow the instructions within the app.

→ On the UA dashboard, click the [Test attribution link] CTA to get the QR code



Apps - Going Balls | Game ID: 500052488

Creative packs

Assign Unassign Delete

Available Slots: 48 out of 50

Create

Search

Creative pack name	Assigned to	Moderation	Creation date
GOIN*GBmerged4vid2-extralong*1080*1920*11...	2 campaigns	Approved	Mar 29, 2026
GOIN*TalkGoingRace-poolday-long*1080*1920*...	2 campaigns	Approved	Mar 29, 2026
GOIN*WinkGoing-poolday-long*1080*1920*60#...	2 campaigns	Approved	Mar 29, 2026

VIDEO PLAYABLE Orientation: [Portrait]

0:00 / 1:54

Select video quality option

Please select the quality you want to preview

HIGH MEDIUM LOW

Use the Creative Pack Tester in the Ad Testing for Unity Ads app to scan the QR code and preview the assets.

Note: This Tester doesn't currently display custom product pages.

[Ad Testing app in Apple App Store](#)

Testing campaign creatives



Read how How SayGames achieved 1.9x more scale and grew US D7 ROAS with Unity Vector

Pre-launch data readiness checklist

Step	Action
1. Test	Verify attribution link using the Unity Test App (iOS & Android).
2. Enable Event Forwarding	Check if all relevant event required are enabled, for detailed instruction, see here for Appsflyer , Adjust , Singular , Tenjin , ByteBrew .
3. Configure Postbacks	Enable lifetime in-app event postback window (≥ 180 days) if applicable.
4. Enable organic flag	The flag to indicate organic/non-organic data should be enabled (the flag allows us to differentiate)
5. Integrate Unity SDK	Install/upgrade monetization SDK via the integration guide. For Android: plug in the key.
6. Link Google Analytics	Authorize and link your Google Analytics Property to the relevant Unity Project
7. Validate After Launch	Run a 72h post-install event check and confirm event status in Unity Reporting.



Appendix: Check Your Vector Data Health



What to enable

MMP: attributed and unattributed installs, sessions, purchases, and ad revenue.

MMP: lifetime in-app event postback window.

Unity Ads SDK: latest version.

Unity Ads SDK: Android license in the Unity Ads dashboard app settings.

GA: Google Analytics linking to Unity project.

[if applicable] Have **IAP Plugin*** version 5.0.4+.

Why it matters

Better audience + bidding signals

Captures long-term value.

Cleaner, more reliable signals.

Validates Android purchase signals.

Adds engagement sequence context.

Stronger iOS purchase validation.

* **Unity In-App Purchasing (IAP)** provides a unified system for implementing and managing in-app purchases across multiple stores

**At launch:
prepare the
creative setup**



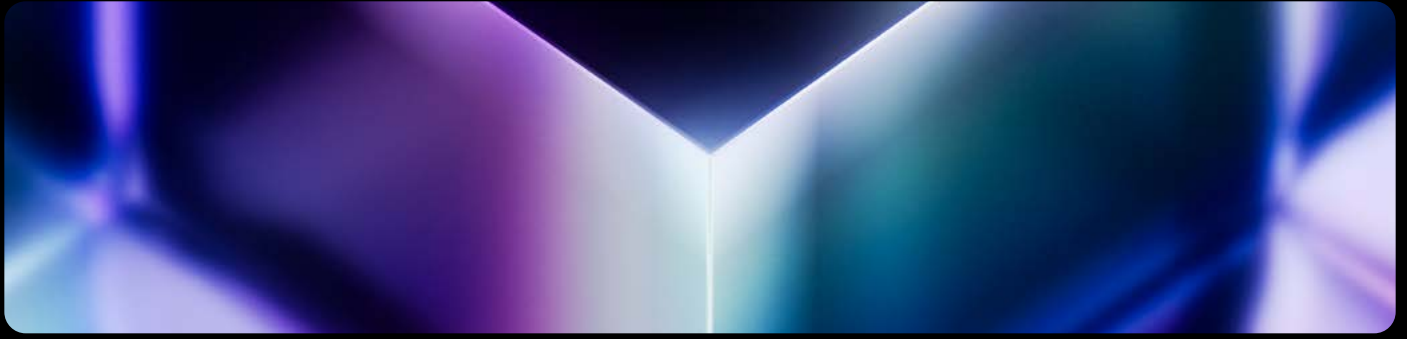
Optimal creative setup to start

1. Setup

- Use 6–10 creative sets per campaign (start with 8).
- Add **4–6 new packs** once earlier sets reach 5–10k starts.
- Scale gradually to 30 total creative packs.
- Daily cap guideline: **\$50–100 per creative pack** (recommended, not mandatory), depending on the targeted countries and respective CPIs.
- Launch with both **top-performing** and **new creatives** if active on other channels.



Read How Voodoo unlocked growth at scale with Unity Ads powered by Vector



Optimal creative setup for new games

2. Diversity

- Run multiple formats to maximize reach:
- Video + static end card
- Video + playable / IEC (different lengths, clicks)
- Standalone playable (longer gameplay)

3. Rotation and testing

- Rotate creatives weekly to avoid fatigue
- Test new packs consistently to expand reach across inventory
- Keep less than 3 creative packs in “Learning phase” at a time

4. Budget alignment

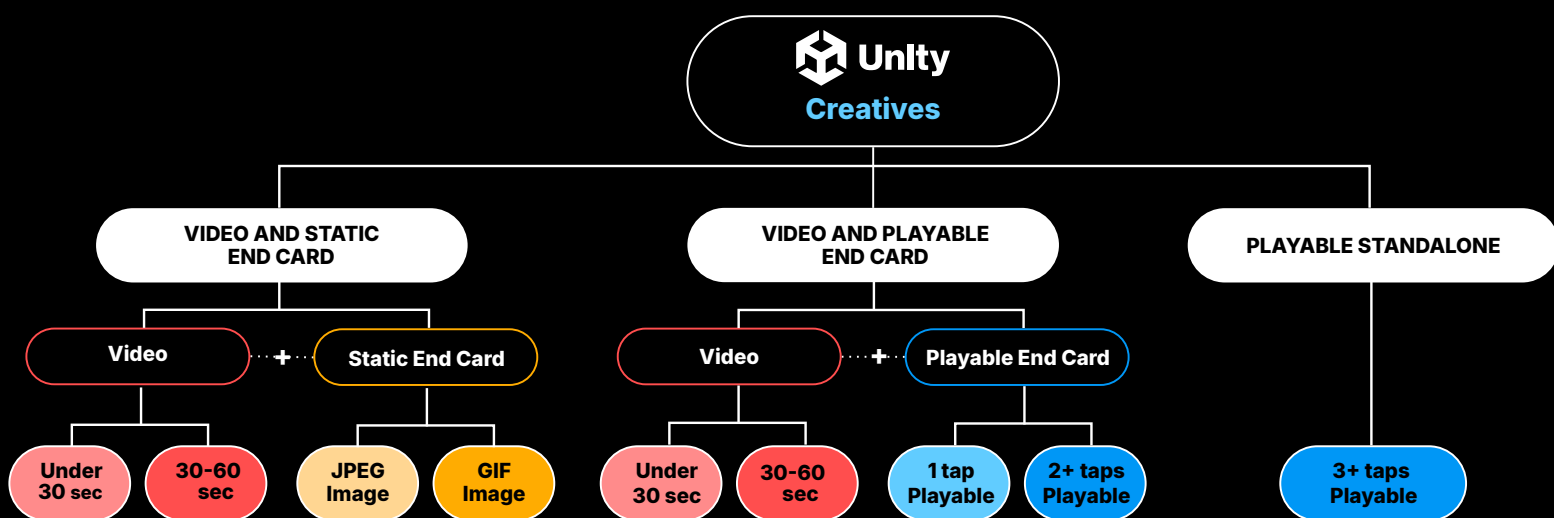
- Reserve enough **daily budget per pack**.
- When increasing or decreasing budget, always keep in mind the numbers of packs you have live

5. Continuous refresh

- Upload **new sets weekly**.
- Iterate on best performers (e.g., new orientation, duration, theme).



Ensure you have diversity in creative packs uploaded to a campaign to maximise reach



Read How ZephyrMobile increased installs with Unity Ads powered by Vector



Test creative packs with Unity Ads Test App

→ Unity recommends testing and previewing creative packs to its advertisers

→ Use Ad Testing for Unity Ads App available in:

- [Apple App Store](#)
- [Google Play Store](#)

→ To get started, follow the instructions within the app. Click Show QR code to test how the ad appears on a mobile device



You can test playable ads with the Ad Testing app

**At launch:
Bid and budget
recommendation**



Set the initial bid (CPI/tROAS)

Campaign type	Bid implemented	With historical data	Without historical data
CPI	CPI / Max bid	10% higher than historical CPI (same geo)	Start with target CPI (same geo); max bid 20% higher. If not capping: +10% CPI/max bid every 3–5 days until capped.
Creative testing	CPI / Max bid	20% higher than historical CPI (same geo)	Same as CPI: target CPI, max 20% higher; if not capping, +10% every 3–5 days until capped.
Event optimization	tCPE	Historical CPI (same geo) ÷ historical install-to-event conversion %	Target CPI (same geo) ÷ target install-to-event conversion %. If not capping: +10% tCPE every 3–5 days until capped.
ROAS	tROAS	Set your goal as 85%-90% of the historical observed ROAS (same geo, same cohort, most recent 2–3 completed cohorts). E.g. D0 Ad ROAS target → use D0 Ad ROAS performance	Set to desired ROAS KPI. If not capping: drop tROAS by 10% every 3–5 days until capped.

*Legacy Retention Campaign has been sunsetted in June, 2026 . A new Retention focused optimization solution is the CPE Retention campaign available under Event Optimization Campaign Type



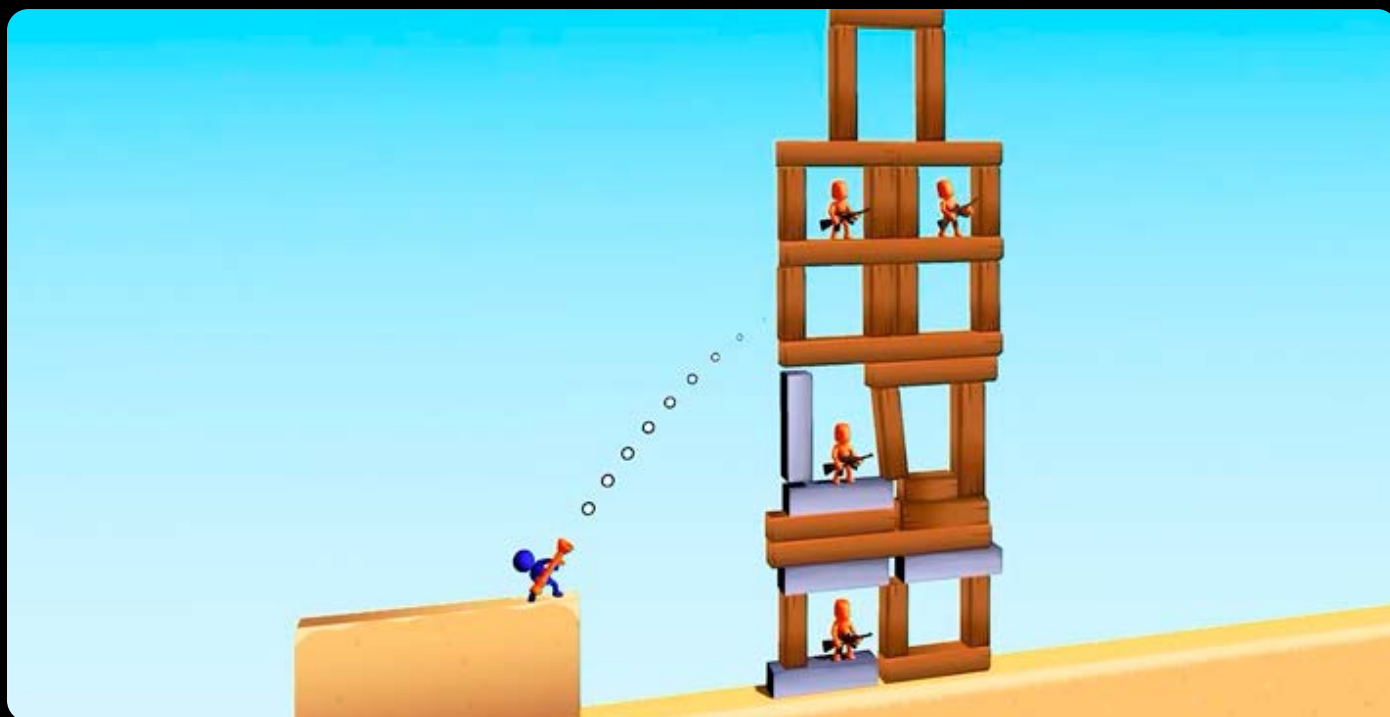
You can test playable ads with the Ad Testing app



ROAS learning phase overview

What is the “Learning” status:

- A **Game ID-level** status (no longer per geo): “**Learning**” → “**Live**”.
- It reflects whether the game has accumulated enough data for the model; when the **game-level** threshold is met, all eligible ROAS campaigns under that Game ID move to “**Live**”.
- Thresholds **differ by ROAS campaign type** (IAP, Ad Revenue, Hybrid).



Bazooka Boy by Supersonic

Campaign type	Requirement to exit Learning
D7/D28 IAP ROAS	75 unique D7 purchasers being D7 cohorted.
D0 Ad Revenue ROAS	1,000 attributed unique new installs with > \$0 ad revenue being D0 cohorted
D7/D28 Ad Revenue ROAS	1,000 attributed unique new installs with > \$0 ad revenue being D7 cohorted
D7/D28 Hybrid ROAS	1,000 attributed unique new installs with > \$0 ad revenue and 35 unique D7 payers (both being D7 cohorted).



ROAS learning phase: exit the learning phase at speed

Practice

What to do

Vector Data Enablement

Ensure full adoption to [Vector Data Enablement Requirements](#).

Unattributed postbacks & SDK

Send unattributed IAP + Ad Revenue postbacks and ensure Unity SDK is integrated in advance for a minimum of 2 weeks. Unattributed events are not counted towards thresholds but will support model exploration.

No setup changes during learning

Avoid campaign setup changes while the campaign is in the learning phase. Performance fluctuations are expected; wait for metrics to stabilize after the learning phase before optimizing.

Focus on scale (tROAS exception)

The only exception for making tROAS changes during the learning phase: if a campaign is struggling with install volume decreasing target ROAS to facilitate exploration.

Adequate budgets

See budget guidance by campaign type below.



Colouring Match by Supersonic, video creative



Design Family Life by Supersonic

Daily Cap & Campaign Structure: Choosing the Right Setup by Country Tier

- When grouping countries under the same campaign, ensure they share a similar creative strategy.
- When grouping countries under the same budget, ensure they have comparable CPI and performance (ARPU).

Country Tier	Daily Cap	Best Practice
T1 TOP FOCUS (US)	Single Geo Daily Cap	Individual campaign + Individual campaign/country daily budget. Ensure US serves only winning creative packs that are proven to work in US.
OTHER T1 (CA,GB,JP)	Single Geo Daily Cap / Grouped Budget (3-5 countries)	Group 3-5 countries sharing creative language under the same campaign and potentially group them under the same budget if they share comparable CPI/ARPU.
T2 / T3 (IN,ID,BY...)	Campaign level shared budget/ Shared budget Group	Group countries by creative language under the same campaign and group the countries with similar performance under one shared budget group / campaign-level budget. Monitor creative performance regularly — if a creative pack performs well only in specific geos, segment it into a separate campaign



Budget Recommendation at Launch Phase

During the initial launch phase, campaigns should aim for sufficient budget allocation and scalable delivery. When setting the campaign-level budget, always consider the following two factors:

1. **Number of Creative Packs:** Recommend to allocate **\$50–100 per creative pack** live under a campaign ID ; for at least US & T1 countries
2. **ROAS Campaign Type:** Follow the budget guidance below for each ROAS campaign type to help the campaign exit the learning phase as quickly as possible.

Relevant Campaign type	Recommendation
IAP & Hybrid ROAS	Add sufficient budget to acquire 10 purchasers per day to exit within the first week. Example: Payer Rate 10%, CPI \$30 (US) → minimum learning-phase budget \$1,500.
Ad Revenue & Hybrid ROAS	Aiming for a budget & bid that allows at least 200 install conversions daily during the learning phase. For example , if the US average CPI is 3\$→ ensure at least \$600 daily budget.



Build A Queen by Supersonic, video creative



Budget Recommendation at Launch Phase: D28 Campaigns

D28 ROAS campaigns are recommended to be launched only after the initial learning phase has been completed. Therefore, D28 ROAS campaigns have additional recommendations beyond the standard launch-phase budget settings.

Countries	D28 Ad Revenue ROAS Min. Daily Budget	D28 Hybrid ROAS MinDaily Budget	D28 IAP ROAS Min. Daily Budget
US	\$1,500 / day	\$2,000 / day	\$2,000 / day
Tier 1 (per country)	\$500 / day	\$500 / day	\$500 / day
Tier 2 / Tier 3 (grouped)	\$1,000 / day	\$2,000 / day	\$2,000 / day



Playrix is a leading mobile gaming company, with more than 100 million people each month playing their hit casual simulation titles, including Township, Gardenscapes, and Homescapes. When Playrix wanted to expand scale and reach even better performing cohorts of long-term users for Township, the Unity team onboarded Playrix as an early tester of D28 IAP ROAS campaigns on Unity Ads powered by Vector, Unity's AI user acquisition platform. [Read the case study.](#)



ROAS learning phase: do's and don'ts

Do

Minimize tROAS changes until campaign status goes from "learning" to "Live"

Lower tROAS only if volume is low (<65% daily budget utilization) / Learning phase took too long (>14 Days)

Add geos as needed (data counts)

Raise budget or lower tROAS if volume is low (<65% daily budget utilization) / Learning phase took too long (>14 Days)

Don't

Raise tROAS in Learning

Unnecessary tROAS or country changes

Start with a low budget that will limit exploration



Airport Empire Idle by Supersonic, video creative



Geo Expansion - launch sequence

With instant access to ROAS campaign, aiming at tapping into different payer pools from the beginning, we suggest launching your ROAS campaign simultaneously in multiple countries.

A good starting mix includes the US (Tier 0), along with select countries from Tier 1 and Tier 2.

If you already have strong data indicating which countries perform best for your game, it's best to target those specific countries from the start.

In summary:

- Launch from the beginning : US(T0) + Defined Strong Performing T1/T2
- T2/T3: Wait until the learning phase is complet



Design Family Life by Supersonic



Success Case: Use the Optimal budget structure

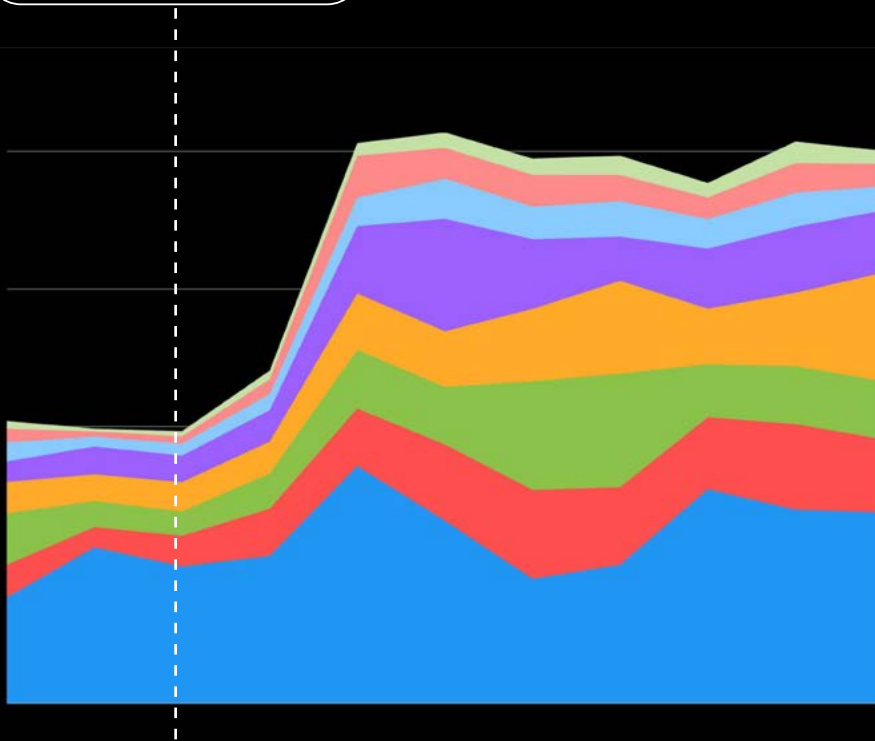
For WW promotion, we recommend to have at least 3 ROAS / performance-driven campaigns:

- → **US:** US only, Campaign / Country Level Budget
- → **T1:** T1 Focused campaign, Country Level Budget
- → **T2-T3:** T2-T3 Focused campaign, Campaign / Country Level Budget

Key Takeaway:

- → Keep US in a separate campaign for specific creative strategy and potential source level optimization
- → Always use country specific budget for T1 geos
- → Do not keep too many geos under the same capped budget; proactively remove non spending geo, and optimise the incrementing geos by assigned country level budget

Change the campaign structure
to Budget per country



Source: Unity. Disclaimer: The outcomes and performance metrics described are for illustrative purposes only and are not a guarantee of similar results. Actual results may vary based on individual factors.

After launch: How to reach KPIs at scale



How the Unity Ads auction works

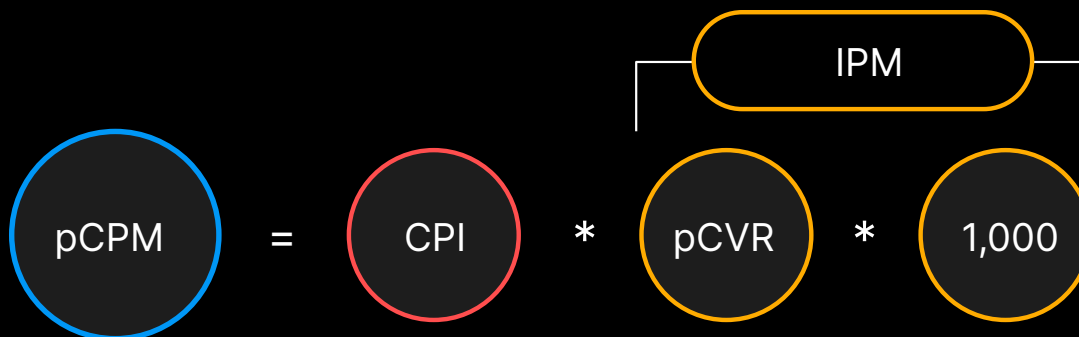
Campaign behavior: 2 variables

→ Effectiveness of creatives

- If the campaign's observed conversion rate is lower or higher than the predicted conversion rate, the predictions will be adjusted downward or upward so that future predicted CVR of your campaign decreases or increases

→ Bids

- Increase or decrease bids (different mechanics for different campaign types)

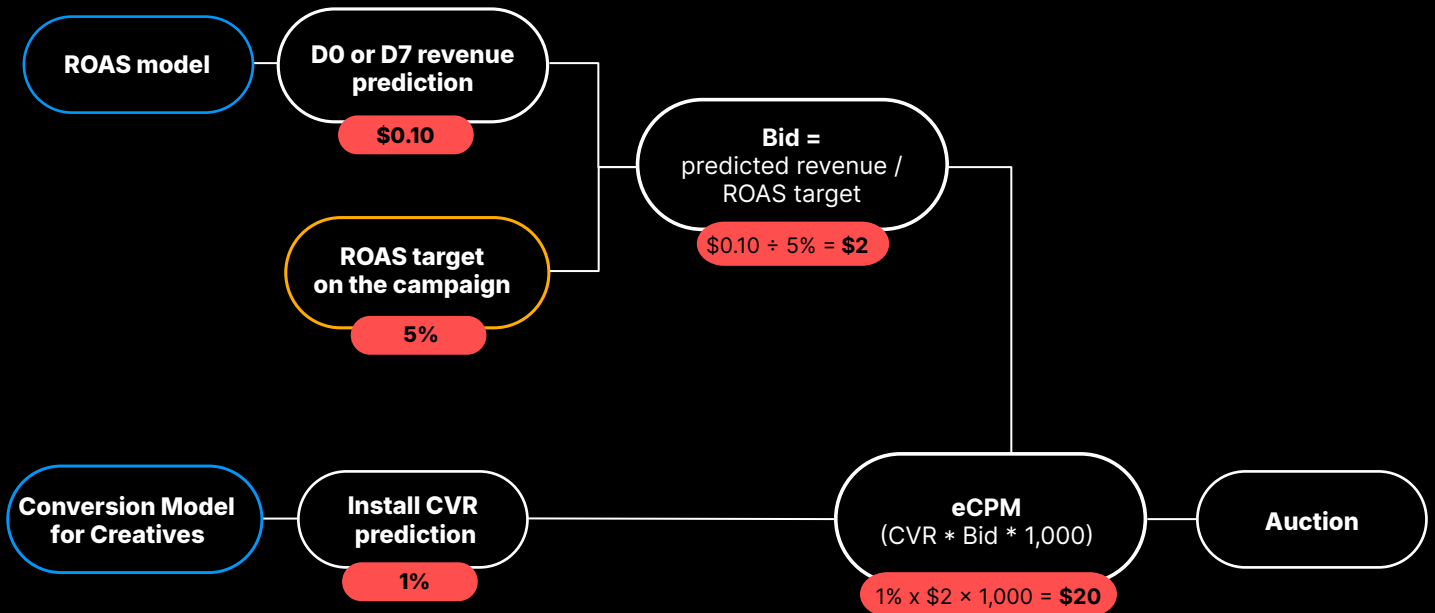


- **pCPM** - predicted Cost per Mille
- **pCVR** - predicted conversion rate of your campaign for a specific user in a specific context



Understanding ROAS campaigns - how it works

— Unity Ads — Advertiser — Example





ROAS Campaign Optimization

→ ROAS campaign optimizations

- Except for the initial launch week, make adjustments on tROAS only once per cohort (2-3 days for D0, 7-9 days for D7, 14-30 days for D28*)
- Make as small adjustment as possible, maximum 10% proportional change when adjusting target
- Use low target ROAS to prioritize the scale first
 - Setting a lower target ROAS (tROAS) can help prioritize scale in the short term. Lowering tROAS will generally drive more volume and reach, though it may also lead to a lower observed ROAS (oROAS) initially. This approach is still recommended in the short term as it allows the model to gather more data and learn across a broader audience, ultimately improving efficiency and delivering stronger performance at scale over time.

→ Budget Optimization:

Gradual increases as well (10-15% at a time) especially for ROAS campaigns since they are optimizing for performance and we don't want to reset the learning phase. Sudden large increases might lead to: CPM inflation, lower ROAS, confusion in optimization algorithms. → Source

→ Optimization:

We advise to not target or block any sources at launch. The model is optimizing at the user-level, and blocking sources could block potential valuable users. If traffic on a source with poor performance persists, we recommend blocking if there are over 100 installs and if the campaign continues to consistently serve traffic to the low-performing sources.

→ Creative Optimization:

Test new creatives and remove poor-performing creatives frequently. Don't have more than three creative packs in "Learning" at a time to allow for proper exploration. For US and T1 countries, follow the budget rule of $\geq \$100$ per creative packs live. Advertisers can run up to 30 creatives in one campaign with the appropriate budget.

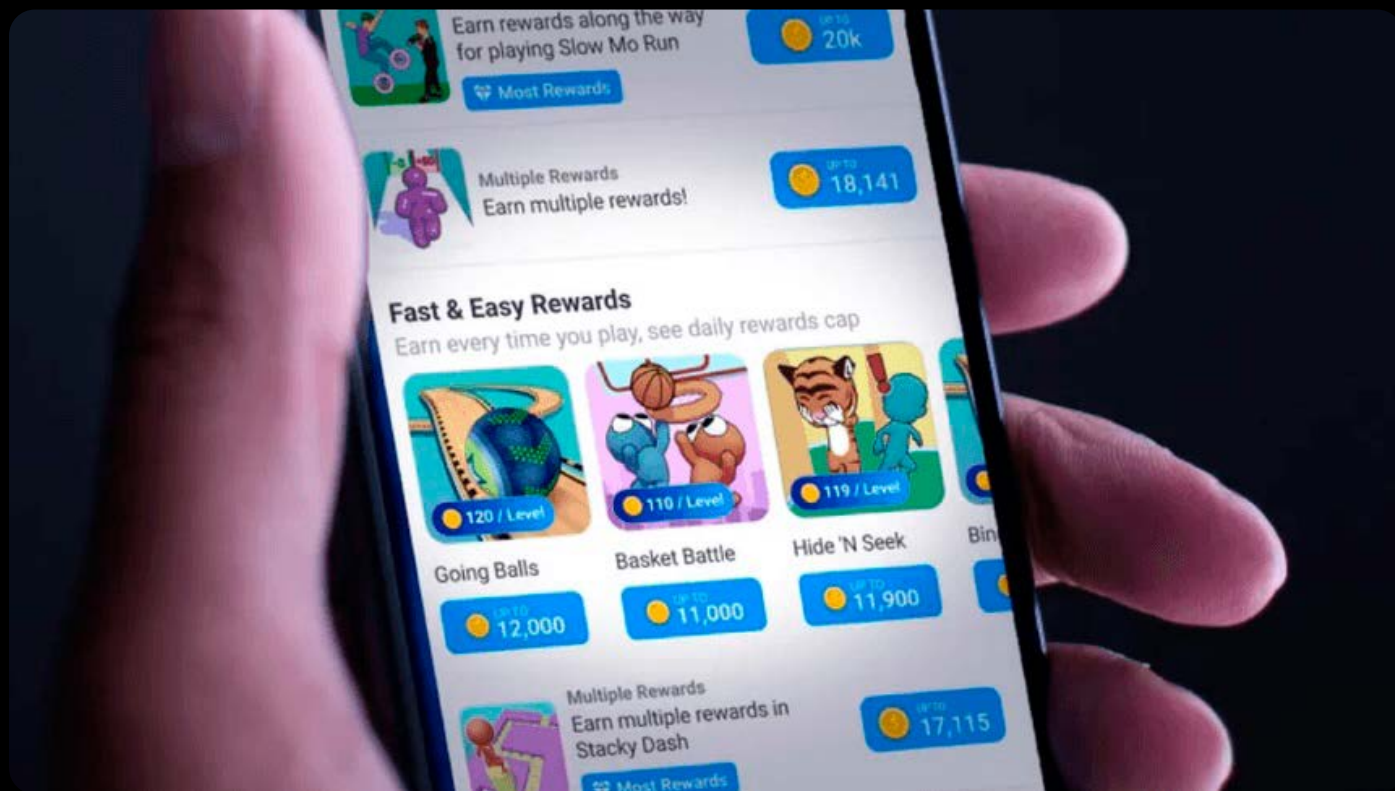
*Due to D28 being a longer cohort, earlier adjustments on every 14 days can be accepted. However, it is still recommended to make changes after full 28-days cohort is completed.



ROAS Campaign Optimization: D28 Specific

D28 campaigns require patience. The most common mistake is drawing conclusions too early, before D28 cohort labels have matured.

Timeframe	What to Do
Days 0-30	Do not draw conclusions. D28 labels are still maturing — revenue data from days 1-28 post-install is still arriving. Do not cancel or significantly change settings.
Days 30-50	Results begin to stabilize. Retention uplift becomes readable first; ROAS and ARPU take slightly longer. Use D28 retention rate vs D7 as the leading indicator.
Days 50+	Draw conclusions and consider budget reallocation. A minimum 60-day run is strongly recommended before making major decisions.

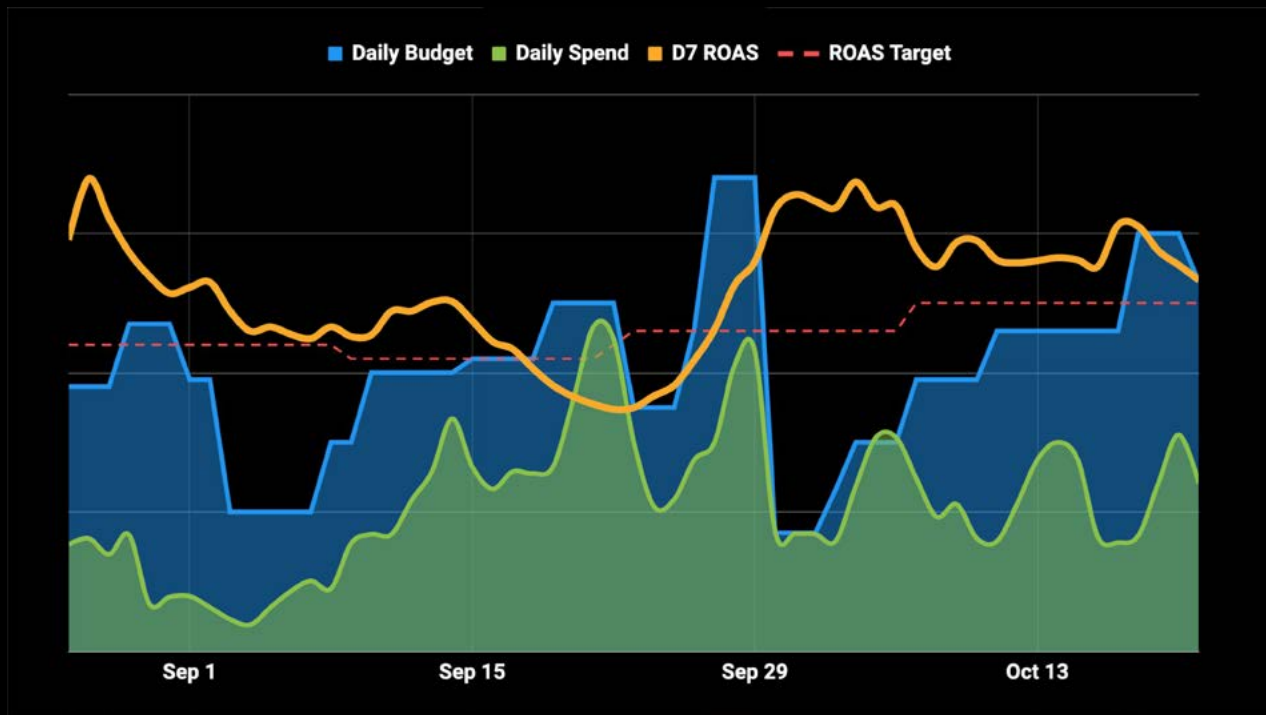


[Learn the fundamentals of mobile monetization in this article](#)



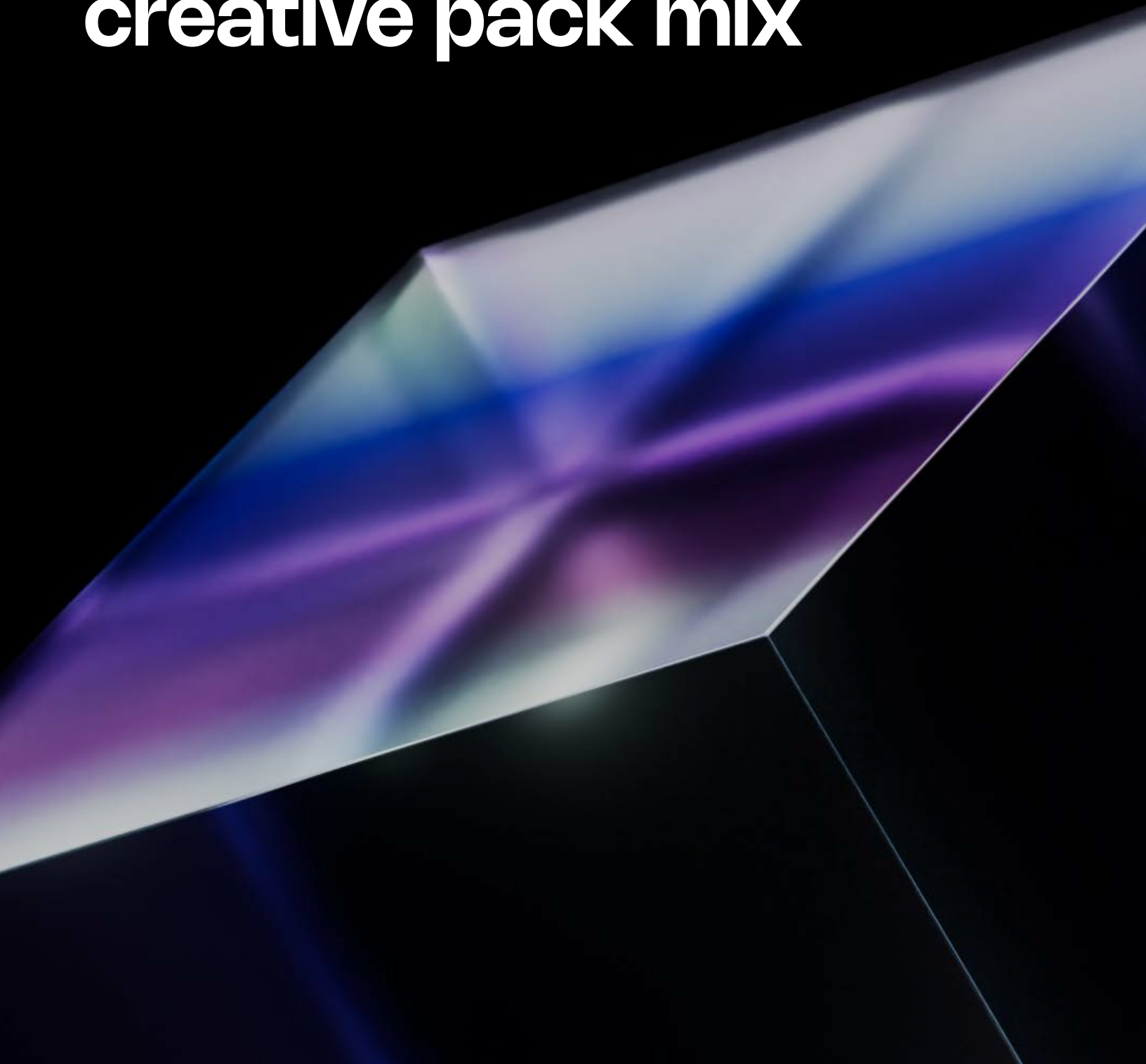
ROAS optimization success case

- Relations between tROAS - Scale - Quality
- Adjust the daily cap limit according to quality and the campaign's actual scale
- Increase of the scale / daily cap at the right timing is the key to sustainable quality growth



Source: Unity Internal data from Aug - Oct 2025. Disclaimer: The outcomes and performance metrics described are for illustrative purposes only and are not a guarantee of similar results. Actual results may vary based on individual factors.

How to optimise creative pack mix





General Recommendations

- Upload every new creative to Unity Ads before or at the same time as other channels
- Maximize supply with diverse creative types: videos, playables, and video+IECs
- Use both orientations (portrait and landscape) to maximize reach
- Test new concepts regularly to find fresh winners
- Reuse top performers to build new creative packs
- Combine best-performing videos with new IECs (and vice versa)
- Use best playables as IECs, paired with top-performing videos



How to optimise creative pack mix

Countries Strategy

- Launch new creatives within campaigns targeting the top-performing geos for the game, typically the US and Tier 1 regions.

Learning Phase

- The learning phase duration is dynamic and depends on impressions.
- Aim for 10K impressions per creative or creative pack to complete learning.

Ongoing Exploration

- Learning never stops. Even after completion, creatives remain in exploration mode, allowing underperformers to recover and optimize further.

Platform Learning

- Creative learning is done separately for iOS and Android. To determine if a creative has completed the learning phase, generally check if it has received at least 10K impressions at the entire bundle x platform level.

Advantage for Scale

- The more scale the bundle/campaign has, the quicker the learning phase is completed.

A/B testing

- To get more insights on creatives' CVR / IPM run uAds Creative Testing campaigns in parallel with the main campaign



Managing creatives

General Note

- A low-scale creative does not negatively impact the overall campaign performance. Remove creatives only to make space for new ones.

Optimization frequency

- Review creatives bi-weekly

Optimization KPI

- Share of Impressions

Low Impressions SOV and Removal Limit

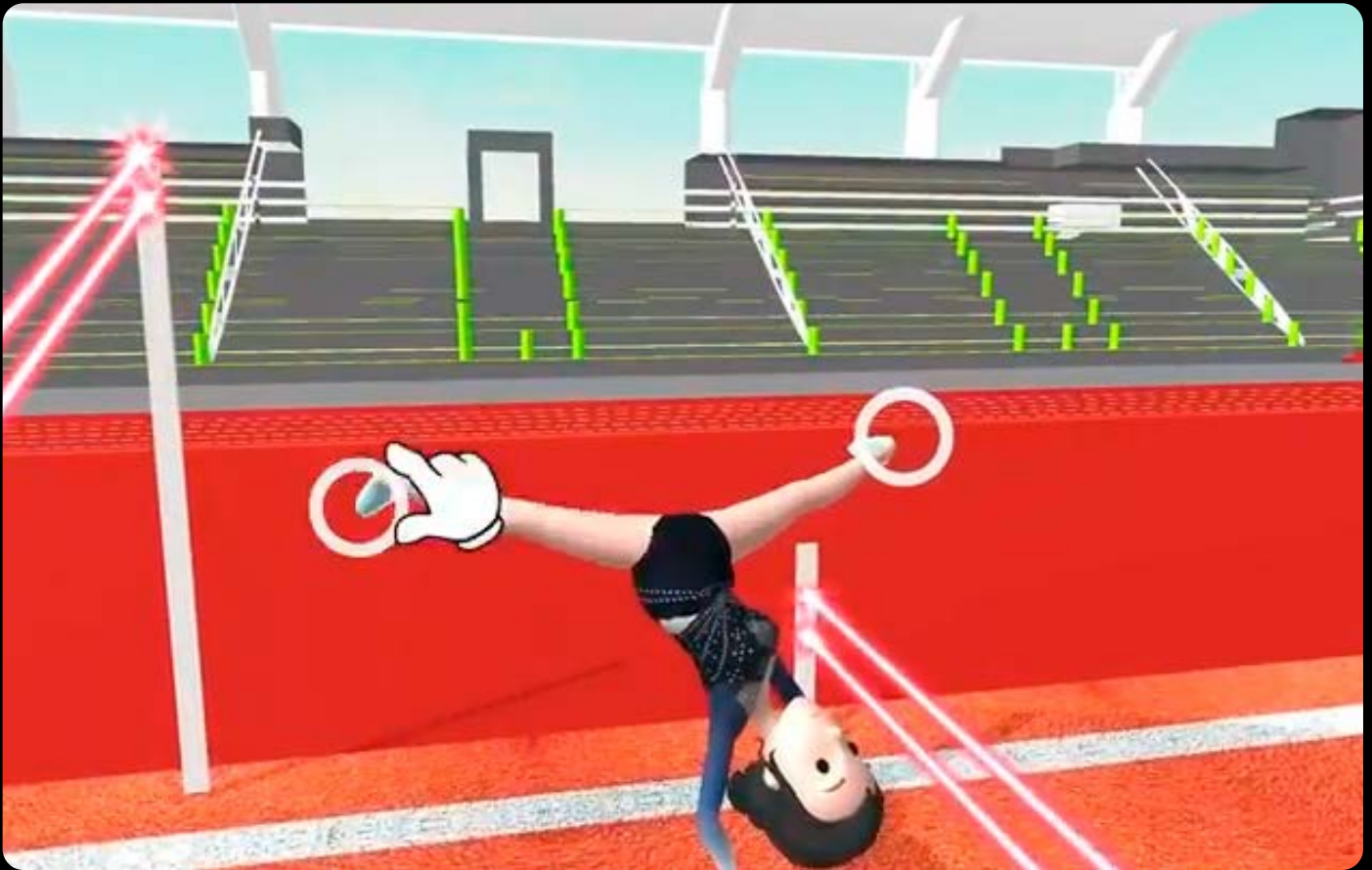
- As a general guideline, remove creatives with less than 10% impressions SOV, while ensuring the total SOV of removed creatives does not exceed 20%.
Ongoing Exploration

Ongoing Exploration

- Due to ongoing exploration, keep low SOV creatives for at least 10 days after completing the learning phase to allow for potential scaling. If a creative does not scale after this period, remove it during the next creative rotation.

ROAS campaigns

- Ensure you have at least a few closed cohorts before making a decision on creative removal



Move People by Supersonic, video creative

Creative Content Optimization Recommendations

Take the leading creative concept and make tweaks to it, like:

- Different durations
- Different orientations
- Meaningful changes: characters, engagement drivers, scenery, etc
- Change colors and themes to engage target audience / refresh creative



Custom Store Listings

Custom Store Listing (Android) / Custom Product Pages (iOS) (CSL/CPP)

- A feature that allows developers to create multiple custom variations of their app's product page in Google Play and App Store.
- Each Custom Product Page can highlight different aspects of the app, such as unique features, promotions, or content tailored to a particular audience segment or campaign.

Continuous User Flow

- Test different flows by matching a specific concept across the creative and the Custom Store Listing, creating a continuous flow for the user

Successful CSLs

- After confirming the Custom Store Listing performs well, attach it to the matching creatives in all the bundle's campaigns
- Full guide for Custom Product Pages / Custom Store Listing is [here](#).



The screenshot shows the App Store Connect interface for the FitLife app. The top navigation bar includes 'App Store Connect', 'Apps', 'Trends', 'Users and Access', and a user profile 'Cindy Cheung - Nature Lab'. The left sidebar lists various sections: Overview, Acquisition (selected), Monetization, Retention, Benchmarks, and Metrics. Under Acquisition, 'Product Pages' is selected. The main content area shows 'Product Page Optimization' with a table of tests. One test, 'ABA Test: Remove "More Together"', is in a 'Running' status. Below this, the 'Custom Product Pages' section displays a table with performance metrics for three product pages: FitLife Yoga, FitLife Cycling, and FitLife Running. All three pages show 1,000,000 views, 1,000,000 total downloads, and a 1,000,000 conversion rate for the period of Mar 24 - Apr 22.

TEST NAME	PRODUCT PAGE VIEWS	TOTAL DOWNLOADS	CONVERSION RATE
FitLife Yoga	1,000,000	1,000,000	1,000,000
FitLife Cycling	1,000,000	1,000,000	1,000,000
FitLife Running	1,000,000	1,000,000	1,000,000

[Apple Developer Documentation for Custom Product Pages](#)

What to test for CSLs

Optimize your performance by testing different content on your Custom Store Listings:

- Game elements (characters, objects, etc...)
- Video previews
- Localized store pages in your users' languages.
- Screenshots of the newest content from your game.
- In-app events.
- Seasonal events (e.g. Black Friday, Christmas, Easter, major sporting events).



Optimizing creatives

Scenario

Recommendations

Existing Game, New Campaign

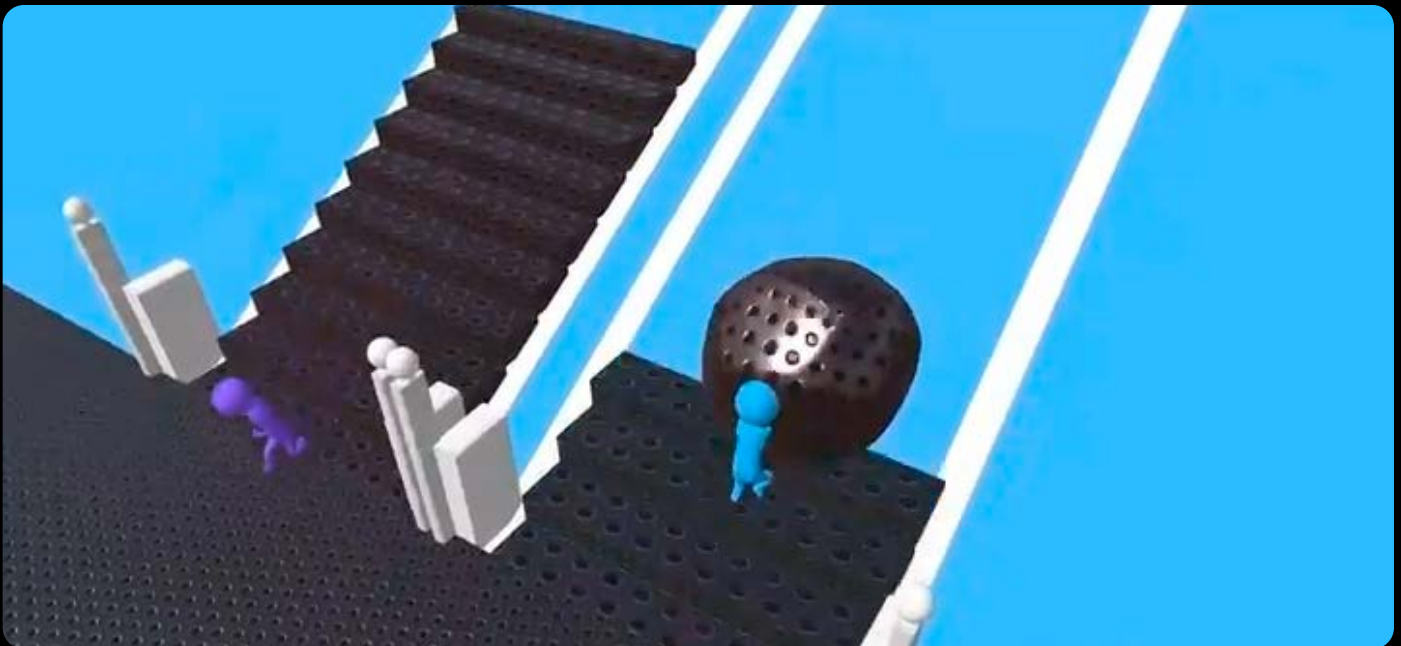
Launch with up to 30 creatives if existing creative packs have completed the learning phase.
Add no more than 8 new creatives at a time.
Introduce 4–6 new creatives every 3 days until reaching 30.
Maintain up to 8 creatives in the “Exploration” phase simultaneously.

Existing Campaign

Upload creatives weekly until reaching 30 in a single campaign.
Use varied creative types: different video lengths, video + playable elements, or standalone playables.

Localized Creatives

- **Language Matching:** Creative language doesn’t target specific devices; all packs are shown to users based on targeting.
- **Dedicated Campaigns:** Create separate campaigns for specific geo/language targeting when using localized creatives.
- **Language Alignment:** Match creatives’ language to targeting options and always include English creatives.
- **Include English Creative:** Always include one English version per campaign (it often gets more impressions).



Bridge Race by Supersonic, video creative



How to choose the top performing creatives?

→ If new:

- Did the creative finish the learning?

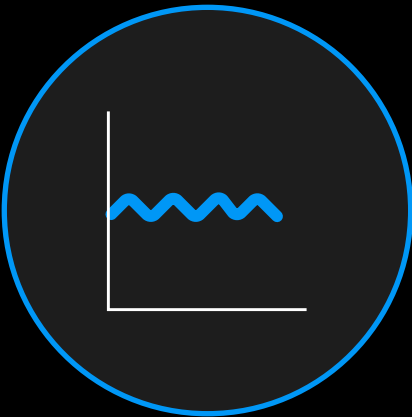
→ Keep the creatives that get a **significant** amount of **impressions**

IMPORTANT!

- Look at the creative impressions trend **occasionally**
- Look at quality metrics like ROAS & retention



Knowing when to keep a creative pack active



Shows a steady level of impressions



Upward trend in impressions

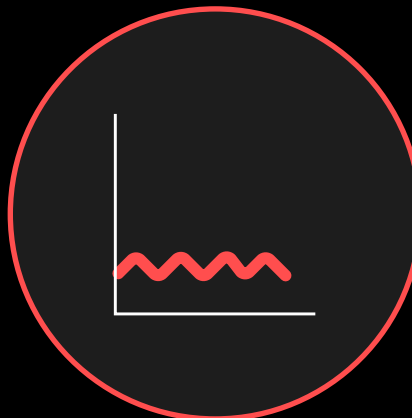


Compare to other creatives

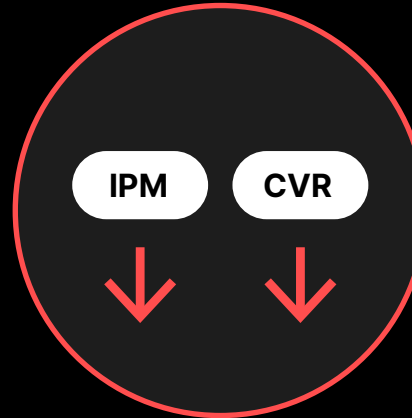
Knowing when to remove a creative pack



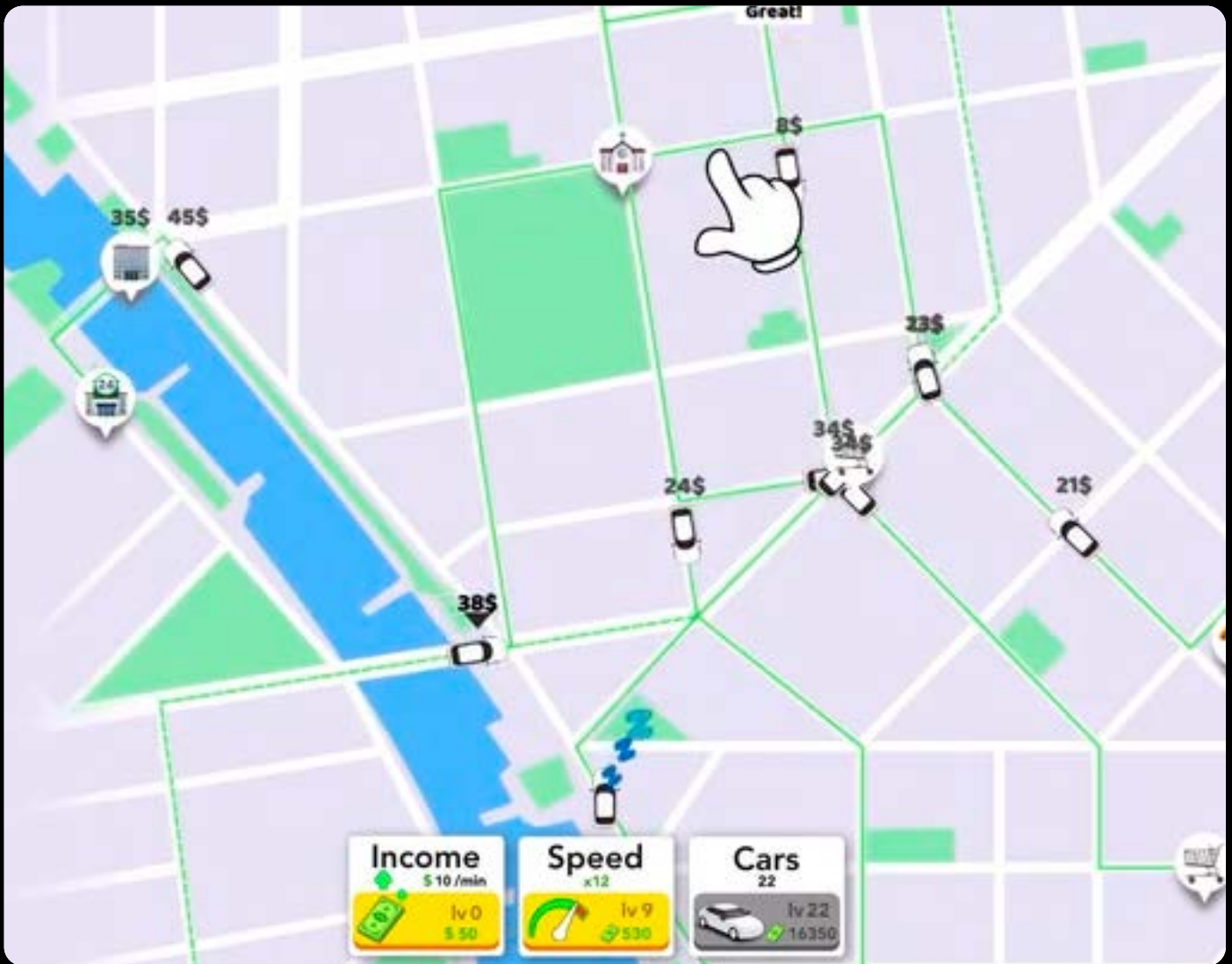
Shows a downward trend for impressions



Consistently low impressions



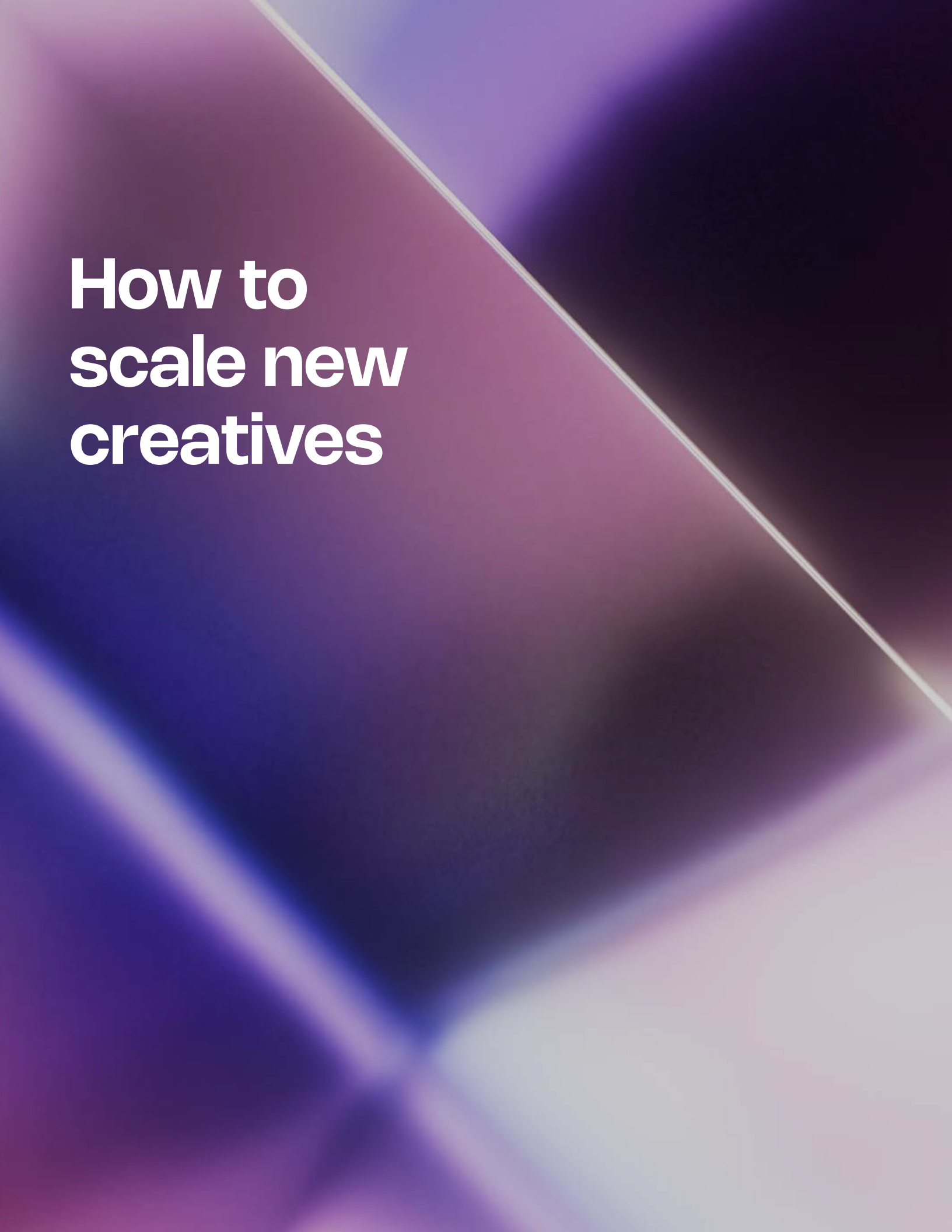
CVR and impressions both declining



Pick Me Up by Supersonic, video creative

Key takeaways

- Aim for large variety of creative packs
- Refresh creatives occasionally
- Creative testing tool - your hub for new concepts
- Iterate creatives based on the top performing assets



How to scale new creatives



2 main options

1

Existing campaign

Going live with new pack on one of your main business campaigns

2

Creative testing campaign

Optimal for helping you test new prototypes



Pouring Master by Supersonic, video creative



First option - Existing campaigns

CREATIVES:

- Aim for **up to 8** creatives in learning at once
- Optimization is still on the **campaign level**
- Upload a new creative in your **highest scale campaign**
- Include videos in **both orientations**

BUDGET:

- Check you are not near capping in the current stage as new creative packs might boost your scale

Apps - Unravel Master-6 | Game ID: 500233215

Creative packs

Assign Unassign Delete Create

Search Usage Moderation Type

☐	Creative pack name	Assigned to	Moderation	Product page	Age rating	Type	Creation date	
☐								
☐	UN*UNRA*V18-PapayaVO1...	6 campaigns	Approved	Default	0+(App:12+)	Playable	Mar 19, 2026	
☐	UNRA*V11-onionKawaii*10...	6 campaigns	Approved	Default	0+(App:12+)	Video & Playable end card	Mar 19, 2026	
☐	UNRA*HeartBearFlower-ex...	6 campaigns	Approved	Default	0+(App:12+)	Video & Playable end card	Mar 19, 2026	
☐	UNRA*room-5boxes-long*...	6 campaigns	Approved	Default	0+(App:12+)	Video & Playable end card	Mar 19, 2026	
☐	UNRA*lvl495Food-long*10...	1 campaign	Approved	Default	0+(App:12+)	Video & Playable end card	Feb 23, 2026	
☐	UNRA*kitchen-long*1080x...	None	Approved	Default	0+(App:12+)	Video & Playable end card	Feb 23, 2026	
☐	UNRA*IceTruckHorseHand	None	Approved	Default	0+(App:12+)	Video & Playable end card	Feb 23, 2026	

Playables
Responsive [UN*UNRA*V1-Pig40#PA000002758.html](#)

Product page
PPID [Default](#)

[Preview and test creative pack](#)

Creative packs in the Unity Ads dashboard



Second option - Creative Testing campaigns



Creative packs run on an **equal opportunity basis**



Advertisers can **accurately compare performances** based on metrics that are important to them



Testing creatives → **informed decisions** on which creative packs to use and in which markets



How to use Creative Testing campaigns

	With control creative pack	Without control creative pack
Approach	Compare new creatives with the best performing creative from the main campaign (accelerate new creative learnings)	Test new concepts by comparing new creatives and selecting a winning concept among them
How to get started	Create a Creative Testing campaign (that has same targeting as main campaign) with new creatives and also assign to it the best creative (from the main campaign)	Create a Creative Testing campaign and add several new creative packs (variants of the new creative concept)
Difference	The idea is that new creatives are being tested on a similar audience that the best creative in the main campaign was attracting → Use a control creative pack with history to accelerate new creatives in testing. → Conversion rate data on the control pack boosts impressions for new creatives. → Comparing conversion rates identifies the most effective creative pack.	Entirely new learning cycle for all creative packs in the campaign



Sniper Shooter Wild by Supersonic, video creative

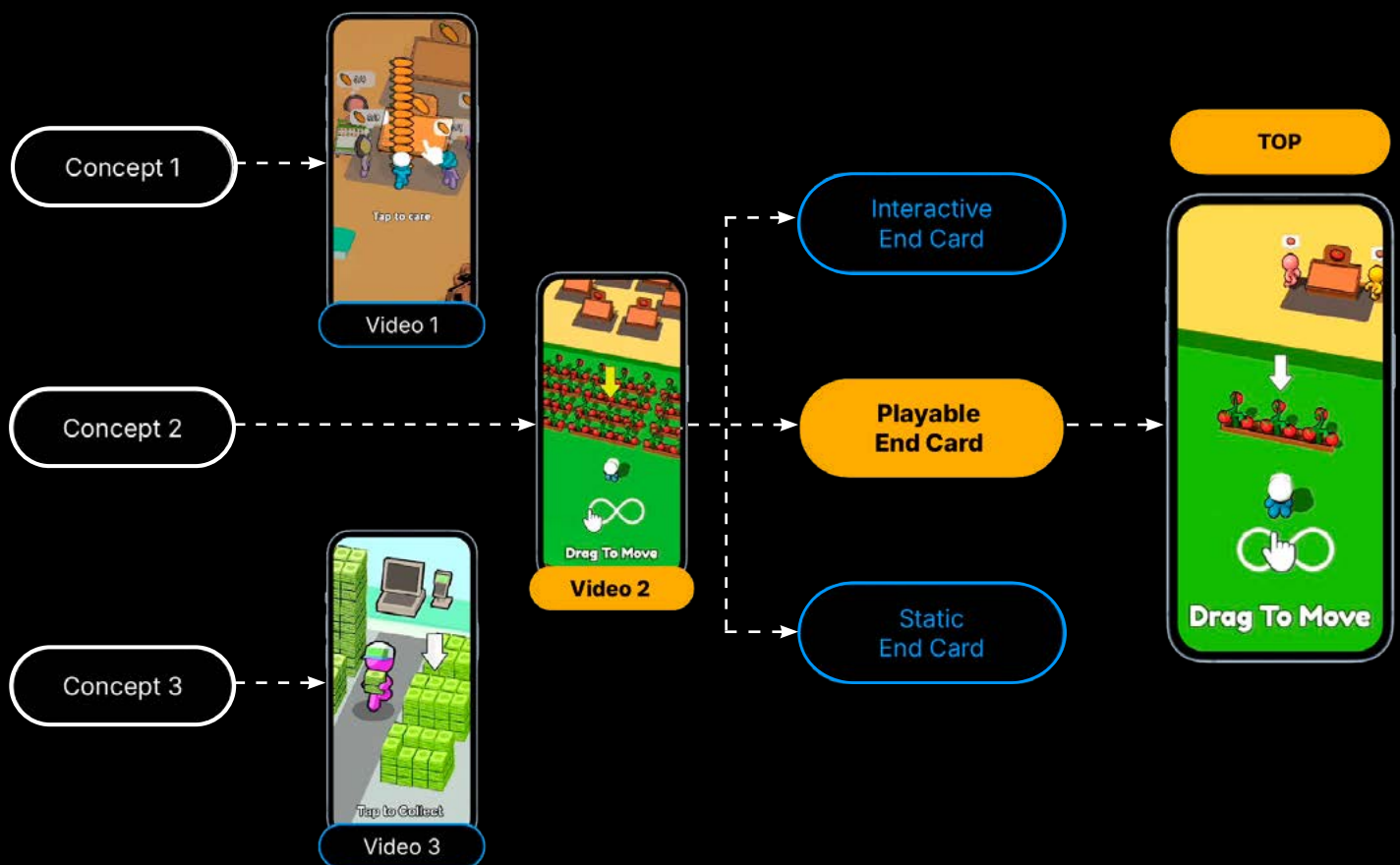


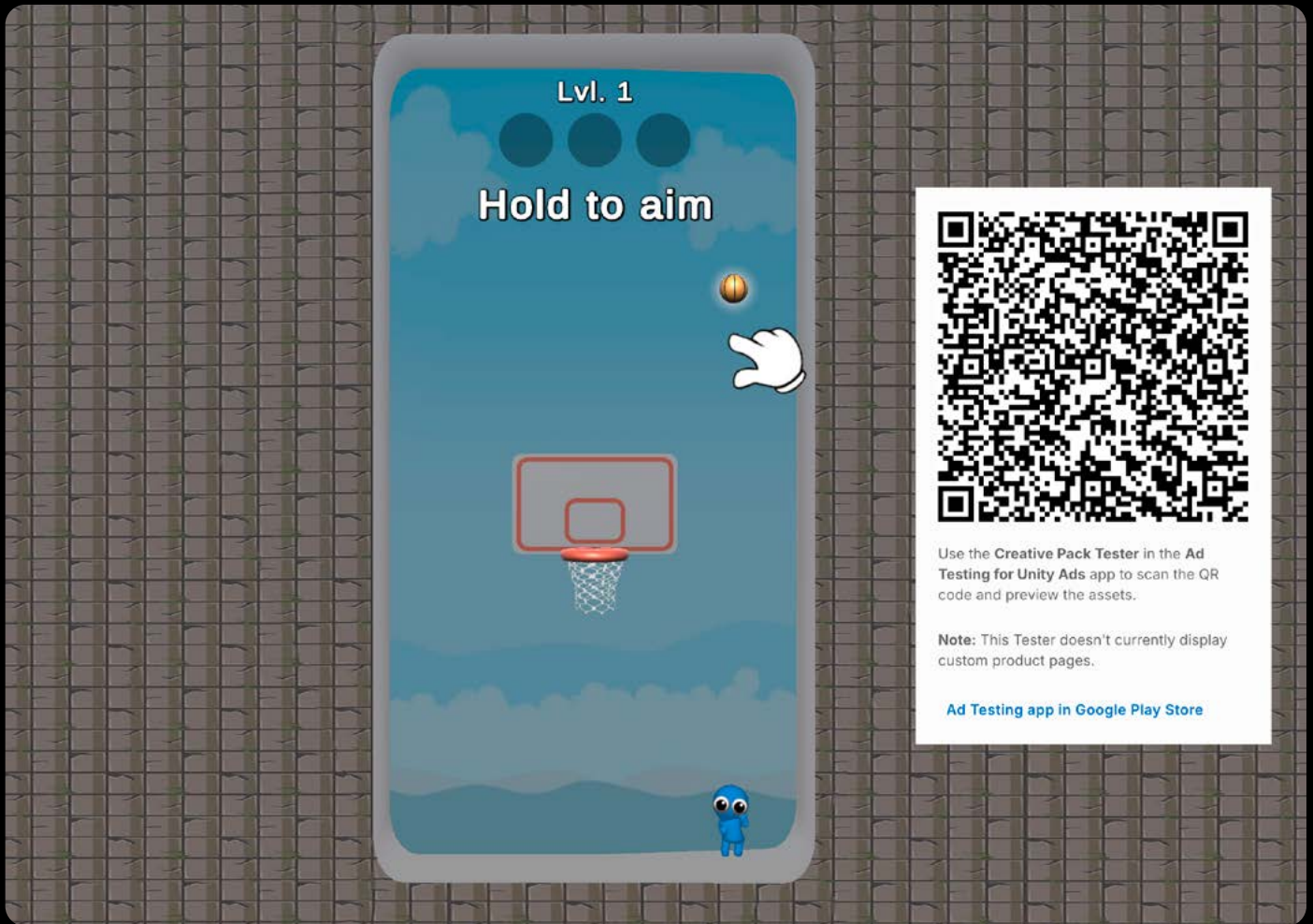
Creative Testing campaign - identify objective

→ What are you testing?

- Beat your hero
- Find winning concepts
- Seasonal trends

→ What's next? **Performance**

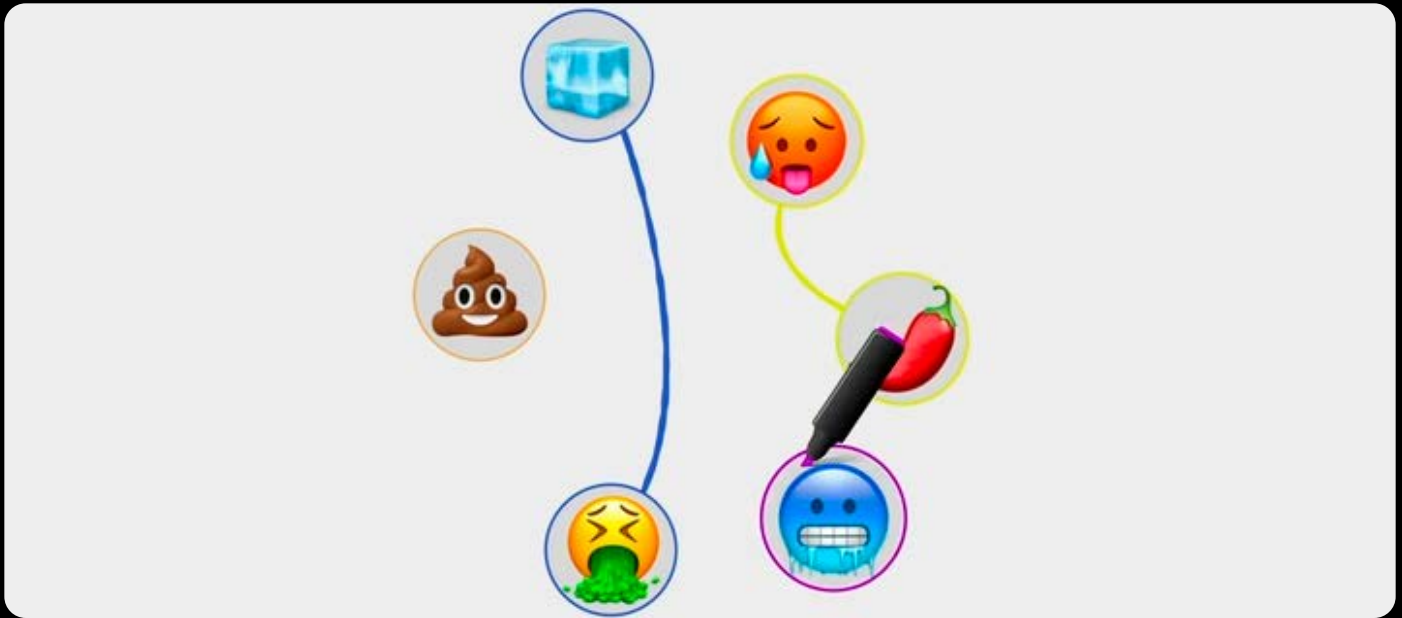




Basket Battle by Supersonic, playable ad

Creative Testing Best Practices

- Use sufficient budget: \$100 per creative pack in T1 geos , \$50-100 per creative pack in T2 and T3 geos
- Conduct the test targeting user groups that most closely resemble the groups in the actual campaign
- Select the bid equal to or above the bid (CPI) set for a chosen country in your main campaign
 - If the country is new (no previous UA activity before in Unity Ads), run with automated bidding.
- Run Creative Testing campaign for at least one week, and aim to accumulate the minimum of 10,000 starts or 100 installs per creative pack in total
- The creative pack with the highest conversion rate is the winner



Emoji Puzzle! by Supersonic, video creative

Creative moderation and creative pack status

Moderation

- Creative packs will move to the moderation queue automatically.
- Enable “Creative moderation alert” in User Acquisition dashboard > Settings to receive email notifications on creative moderation status changes.

Creative pack status

- After a creative pack has gone through moderation and been accepted, you will see a status cue next to it. This status reflects the current performance of the creative pack, and will change if the performance of the creative pack changes. The creative performance status is only valid on the level of the particular campaign the status is shown on, as a creative packs can perform very differently in different campaigns.

Read more about the exact status definitions and the moderation process in the [Creative Moderation section of the knowledge base](#).

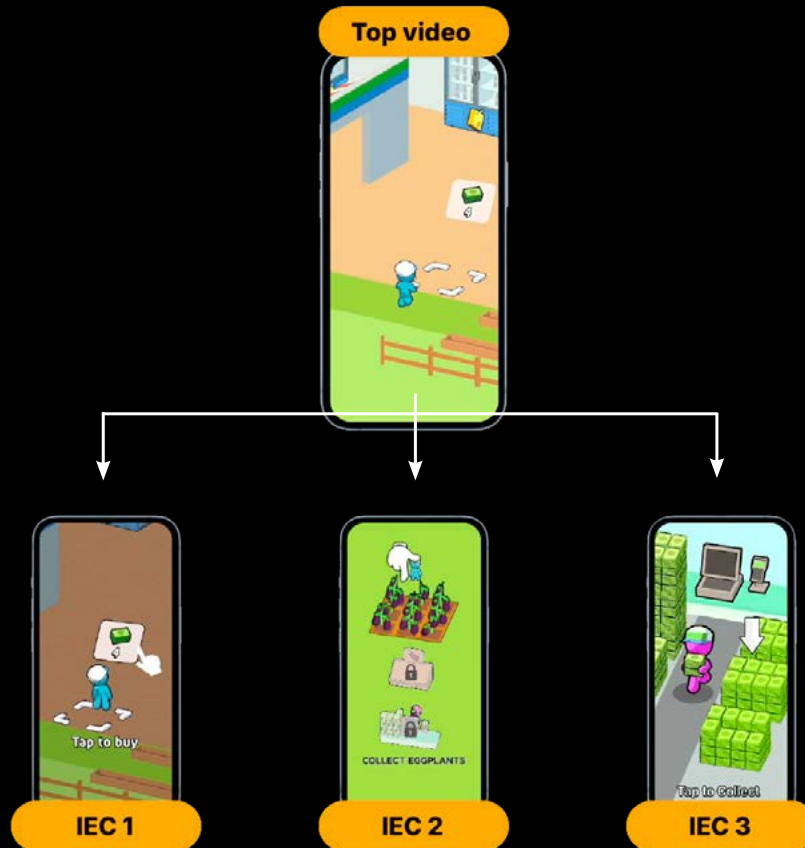


Iterations

Perform iterations based on your top performing creative packs

→ In case Video 1 + IEC 1 is leading

- Iteration 1: Choose Video 1 with a new IEC (2)
- Iteration 2: Choose a new Video (2) with IEC 1
- Iteration 3: Change the Video 1 length with IEC 1
- Iteration 4: Choose Video 1 and change the IEC number of taps or task



No matter what iteration test you are conducting, remember to perform only 1 iteration to properly monitor the action that brought the uplift so you can replicate it

Playable best practices





Things to keep in mind

Crafting effective playable ads requires a blend of creativity, user-centric design, and strategic planning.



Only send users to the store after achieving a sense of success like a goal or a win.



Leave enough space around the main element of your creative to adapt its orientation.



Keep interactions simple and intuitive by incorporating visual indicators like hand gestures or arrows.



Try giving players a choice to personalize their playable experience, like choosing their avatar or game environment.



Add visuals, sound (e.g. sound of coins), and haptic effects (e.g. vibration) for a bigger “wow” factor!



Forge an emotional connection with a strong narrative and interactive storylines.



Test different iterations and monitor KPIs like engagement rate, click-through rate, and conversion rate.



End with a clear call-to-action, that encourages immediate action, such as "Download Now" or "Start Playing."

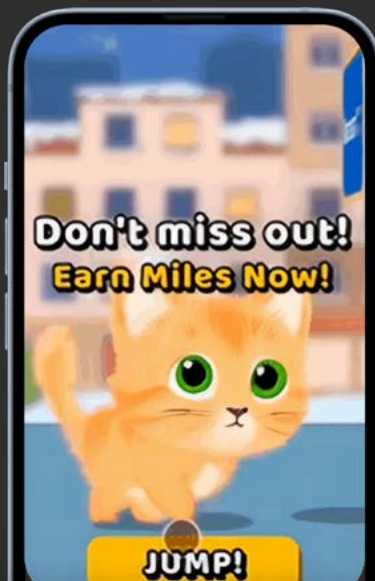


Concept recommendations and examples



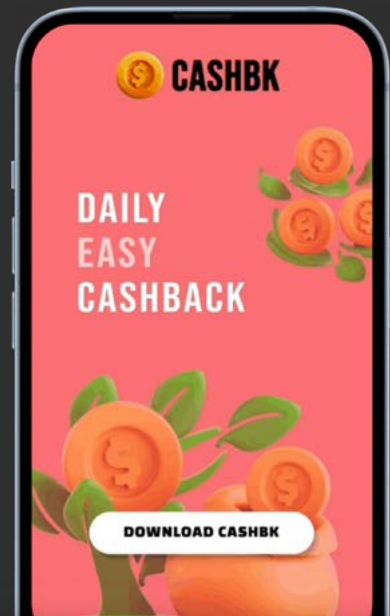
Long gameplay

Design playables with 20+ seconds of interaction to deliver a richer, mini-game experience that draws players in.



10+ interactions

Let users engage meaningfully with gameplay before redirecting to the app store.



CTA Button

Show the call-to-action button (Install) on the screen the entire time.



Use Cases

Unlocking value across app categories

USE CASE	HOW PLAYABLES HELP
 Education / Subscription apps	Drive free trial starts by letting users preview core value, like a lesson or feature.
 Rewards / Loyalty platforms	Simulate earning rewards easily through a mini experience, building urgency and excitement.
 Puzzle / Idle games	Highlight core mechanics and satisfying gameplay loops to boost engagement and installs.
 Beauty / Makeover apps	Let users experience a transformation in seconds, boosting emotional connection.
 Emerging Titles with Low Brand Recognition	Showcase what makes the game fun without needing existing IP or recognition.
 High ROAS campaigns	Use playables to pre-qualify users who understand the value prop before installing to boost LTV.





Playworks

Create high-quality playables directly in the Unity Editor with an intuitive plugin, now available with an exclusive discount for LevelPlay publishers.

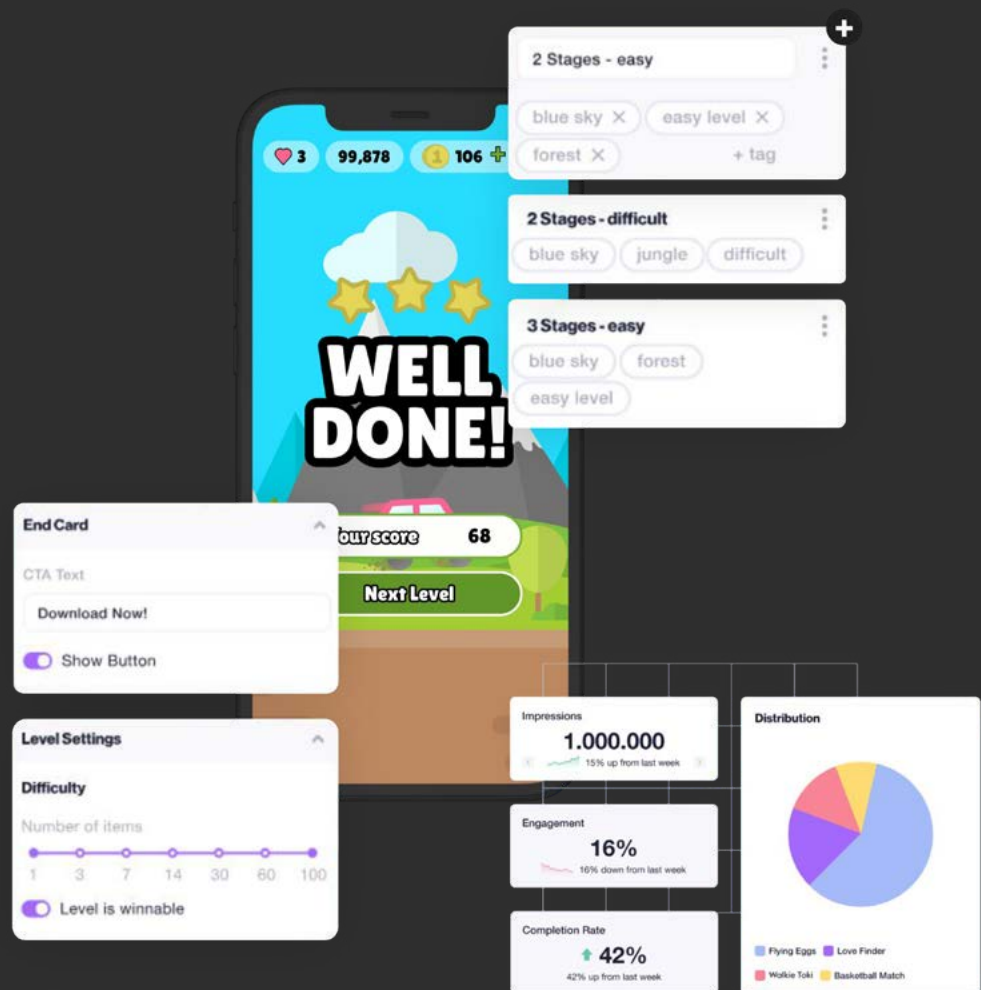
→ **Seamless Integration** Build playables as part of your existing game design workflow inside Unity.

→ **Flexible Iteration** Easily tweak game variables like text, color, enemy count, and difficulty — all without leaving the editor.

→ **Scalable Testing** A/B test dynamic playables that auto-generate hundreds of creative variations.

→ **Code-Free End Cards:** Use the Playworks customizable template library to build interactive end cards.
Learn more about Playworks

[Learn more about Playworks](#)





Ad Design Studio

Drive installs with custom creatives built by Unity's team of in-house designers and optimize your UA with ad insights tailored to your titles.

→ **Creative audit:** Receive an in-depth analysis of what's working well and review recommendations to make your ads more engaging

→ **Audience insights:** Know what motivates each of your player segments, so you can run creatives that match their intent

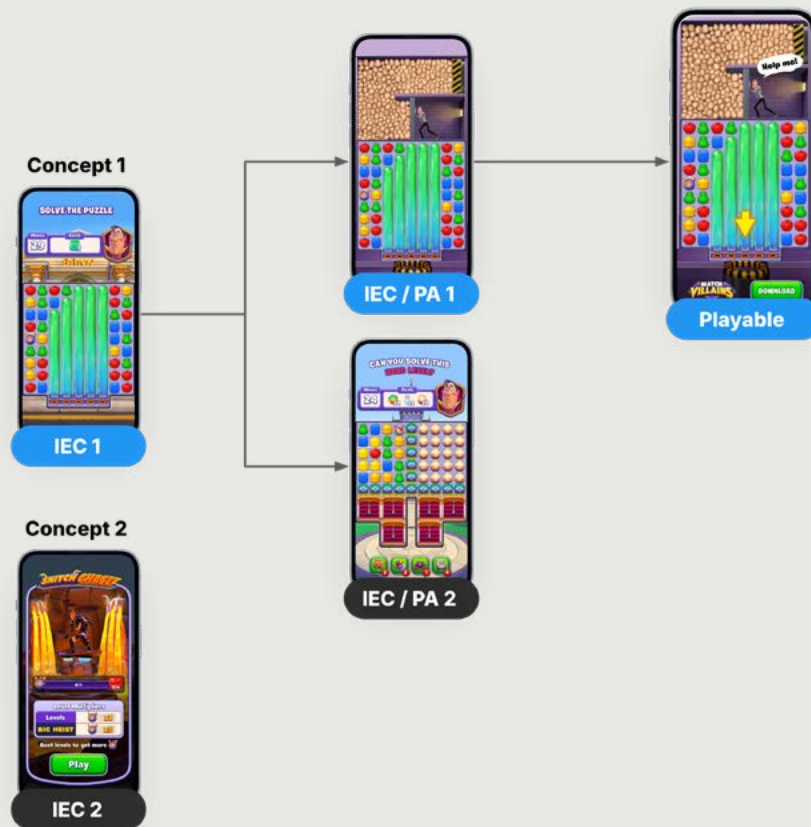
→ **Competitor intel:** Understand the mechanics other games in your genre are using to generate downloads

→ **Ideas for continued testing:** Get creative concepts to try in the long-run and use them to keep optimizing

Testing concepts,
scenarios

Testing
hooks

Polishing
details



Documentation



Documentation Unity Ads User Acquisition - quick guide

Vector:

- [Learn about Vector](#)

Defining campaign type to match your title and objectives:

- [Choose the right campaign based on your title's monetization strategy](#)

Set up the campaign:

- [Campaign setup](#)
- [Budget best practices](#)
- [Setting the right bids](#)

Capture high value users with ROAS campaigns:

- [Post-install event data requirements to run ROAS / Event Optimization campaign](#)
- [All about ROAS campaigns](#) (including setup and best practices)

Introduction to creative packs

- [Introduction to creative packs](#)
- [Best practices for video creatives](#)
- [Analyze ad engagement at granular level through creative insights in dashboard](#)
- [Video asset specifications](#)
- [Playable asset specifications](#)

Analyze:

- [Access and customize the Reporting dashboard to analyze Unity Ads campaign](#)
- [Analyze long-term trends and historical data across campaigns, creatives, and geographies](#)



unity.com/ads