Simple Google Ads (AdMob) Setup & Implementation

Overview:
Setting up AdMob account
Importing the GoogleAds plugin
Unity setup and configuration

Setup:
If you have not already done so, then create a new AdMob account here:
https://admob.google.com/home/

After that log in and go to Apps → Add App. Go through the setup process. If you are creating for both iOS and Android you will need to create ads for two different apps. Select the ID's for the banner ads. At the end you should get a screen that looks something like this:
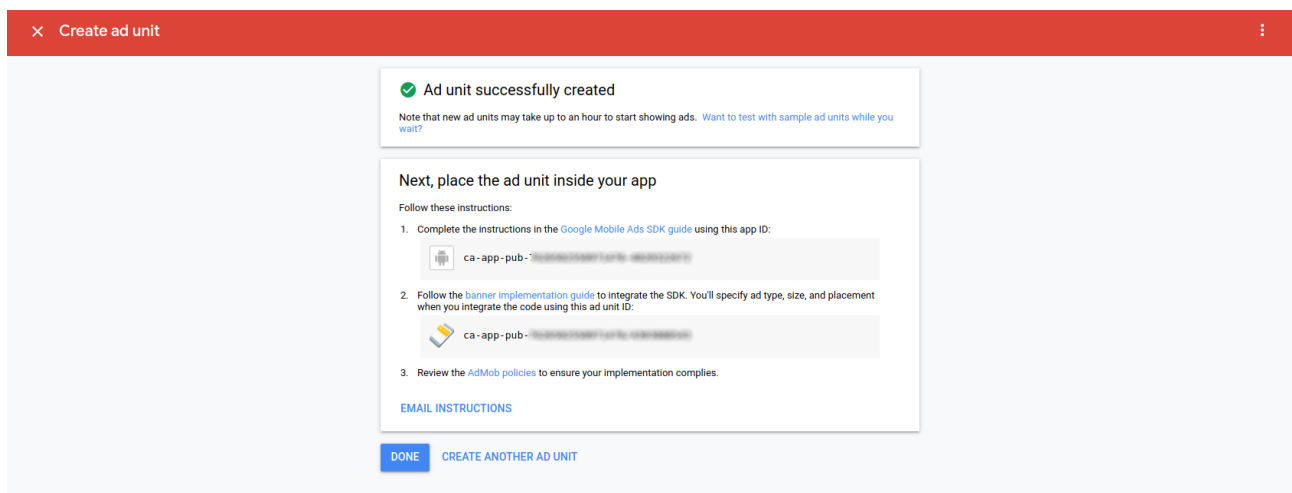

Next we will want to add the GoogleMobileAds plugin which you can get here:

https://developers.google.com/admob/unity/start

Click the link to download the plugin. After it is downloaded then open your unity project and just drag and drop the downloaded file into Unity. You should see a screen pop up to import the asset.
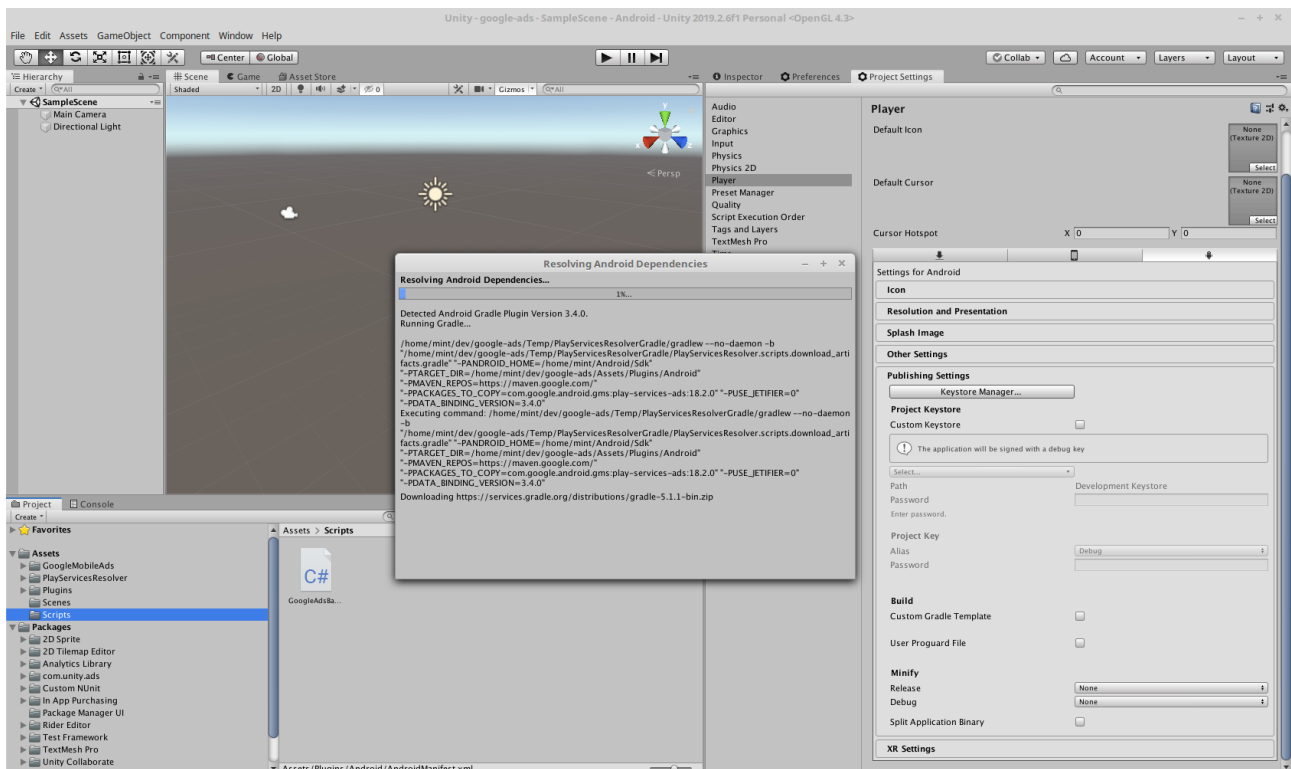
After that you need to go into the Assets → GoogleMobileAds → Resources → Click on the GoogleMobileAdsSettings.asset file and add your AdMob Id for Android and iOS:
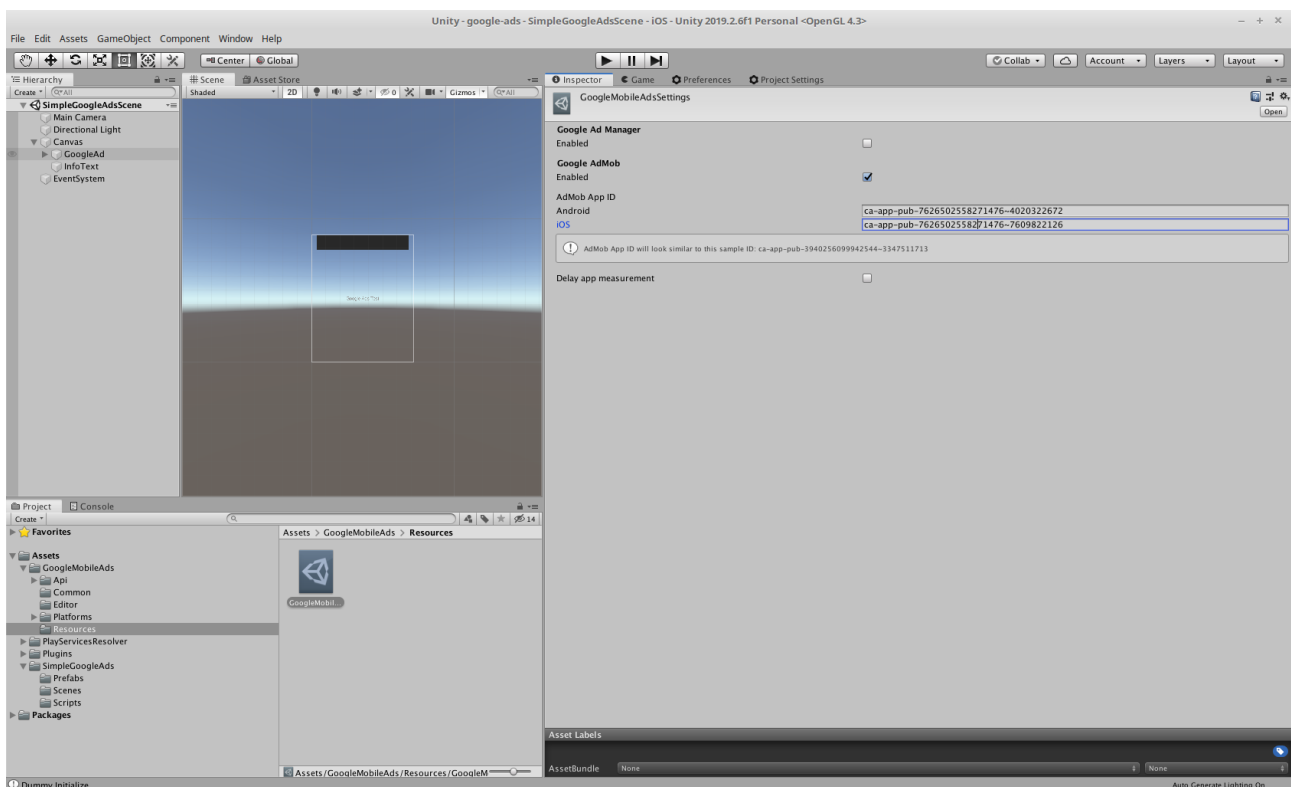

Note that these are the id from two different apps.

Next, if you have not already done so, import this asset into your project. Go to Assets -> SimpleGoogleAds → Prefabs and then drag the GoogleAd prefab and put is as a child of the Canvas where you would like it displayed. Right click on the GoogleAd gameobject

and unpack prefab. Then in the inspector add your Admob Id's for both Android and iOS to the GoogleAdsBanner Script.
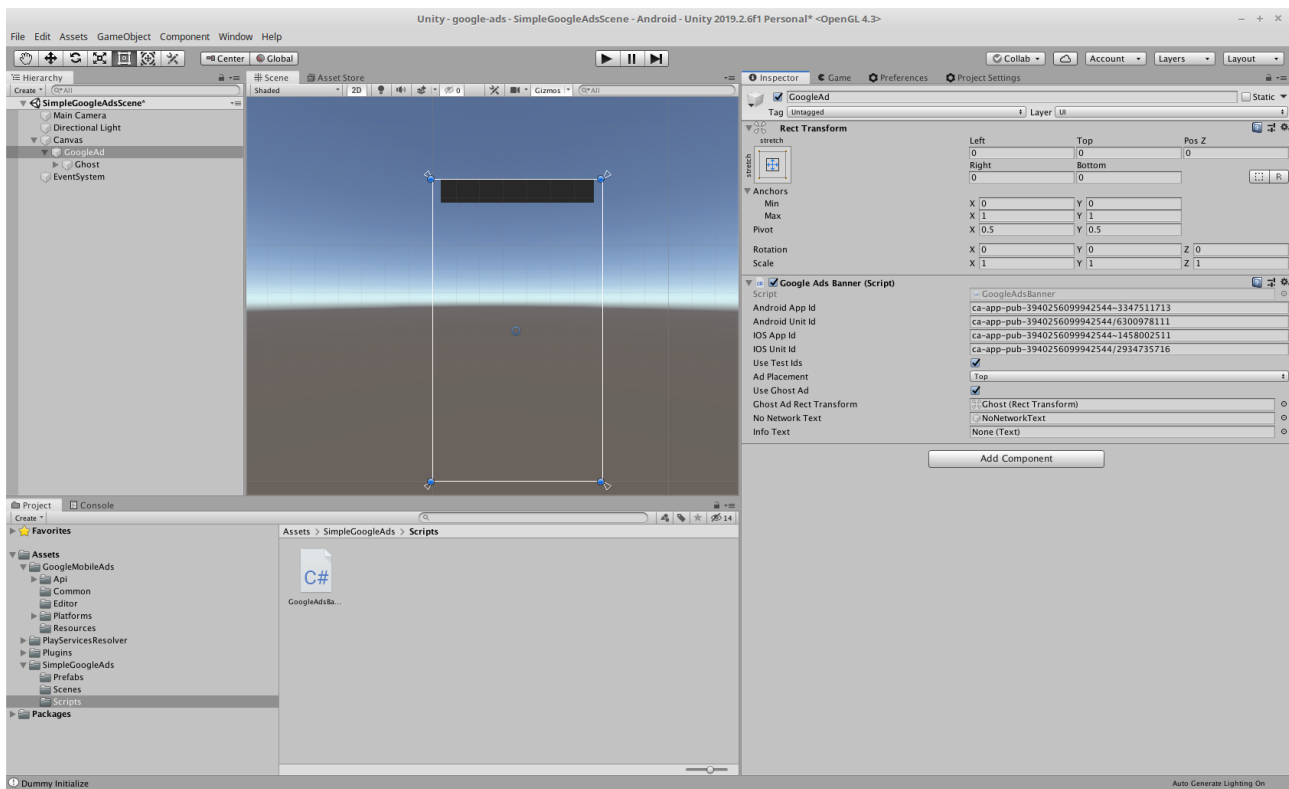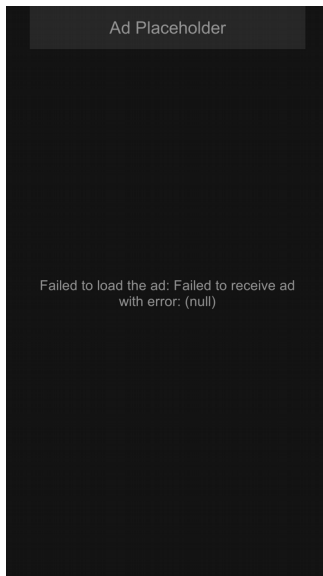

By default, the UseTestAds bool is enabled. You should use this to test your app and make sure that the test ads are showing up. When you disable it, it will then use the Admob id's that you configured in the script. Note that the ads will only show up when running on the actual device, not in the inspector. You can change the add placement by selecting where you would like it to be displayed from the drop down menu item. By default UseGhostAd is enabled which will allow you to see the basic layout of where your add will show up. So if test ads are enabled and everything is good you should see something like the image below:
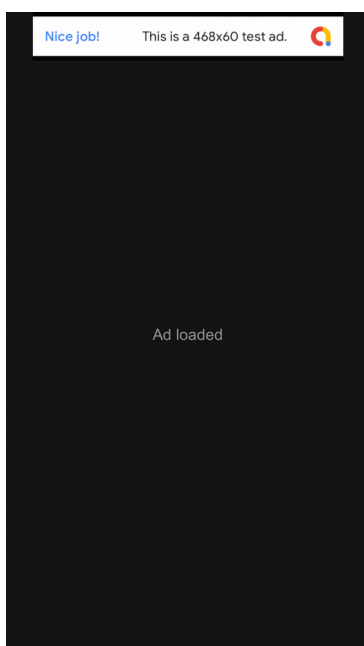
Please note that apps that have not been published may net receive any ad fill. So the errors below are both ok if test ads are disabled and your app is unpublished.
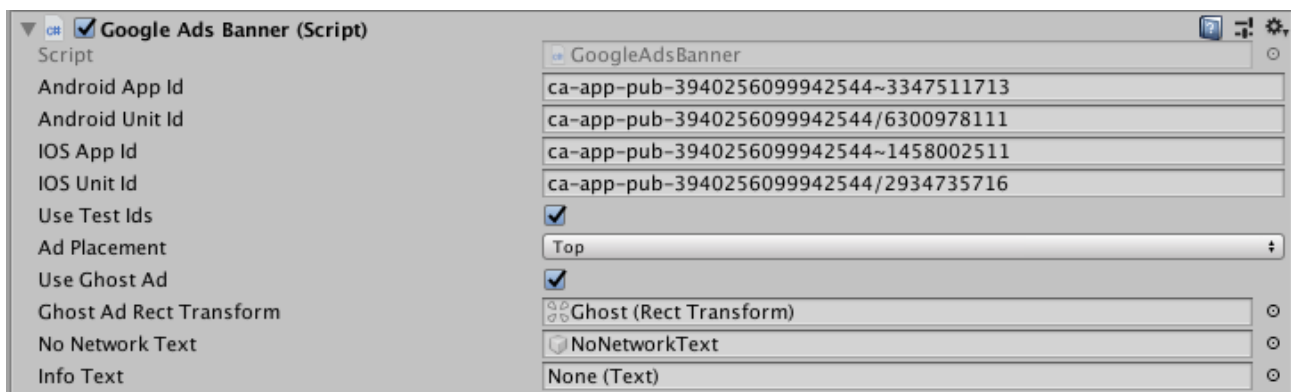
iOS

Ad Placeholder

Failed to load the ad: Failed to receive ad with error: (null)

Android

Failed to load the ad: No fill

Ad Placeholder

Additional Configuration:

The app and unit id's should be taken from your own AdMob account. The above are provided as a reference only.

UseTestIds: When enabled it will not use the AdMob id above, but will use test id's in their place.

Ad Placement: This is where the ad will show up on the screen. If the UseGhostAd bool is enabled, the ad should show up in a similar layout to the ghost. When you are running on an actual device, the ghost id will be resized to be the same size as the ad. In the inspector this is not the case.

UseGhostAd: When enabled a dark image that will show up before the ad loads, in the ads place. After the ad loads then the ghost is disabled. It will also show up when it cannot load an ad.

No Network Text: When assigned, if the ad fails to load. The No Network Text will be displayed.

InfoText: When assigned it will output additional information to a text box of your choosing. This is used in the SimpleGoogleAdsScene to help with troubleshooting, and provide additional info.

Changing the ad type: This asset is setup to use banner ads only. If you would like to change the type for whatever reason, you can modify line 31 and change the adsize.Banner to whatever you like. The asset is only setup to support the Banner, but you should be able to use SmartBanner if you prefer as well.

Troubleshooting:
Please note that if you get a "No fill" error on Android when you try to load an ad, this is normal for an unpublished ap. This means that you are correctly asking for the ad, but there just are not any to display. Unpublished apps may not receive any adfill. Even after you publish, it may take a few days before the ads start to show up. The same thing applies to iOS apps, but the error will be different. Please ensure that the test ads load though! If they do not load, then there may be another issue. If you run into additional issues please try building your app for release and make sure that development build in unchecked in Unity.