

unity Ads

开发者后台操作手册

2019.6



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Unity ID

Unity ID是您使用所有Unity服务的身份识别ID.

如果您还没有Unity ID, 请注册: <https://id.unity.com/>

注册需要您:

- 同意Unity服务条款
- 通过I'm not a robot验证

The screenshot shows the 'Create a Unity ID' form. It includes fields for Email (with a green border), Password, Username, and Full Name. Below these are two checkboxes: one for agreeing to Terms of Use and Privacy Policy, and another for understanding promotional material. A 'reCAPTCHA' box with the text 'I'm not a robot' is also present. At the bottom are buttons for 'Create a Unity ID' (green), 'Already have a Unity ID?' (gray), and social login options for Google and Facebook.

Create a Unity ID

If you already have a Unity ID, please [sign in here](#).

Email

Password

Username

Full Name

I agree to the Unity [Terms of Use](#) and [Privacy Policy](#)

I understand that checking this box that I am agreeing to receive promotional materials from Unity

I'm not a robot

reCAPTCHA
Privacy - Terms

Create a Unity ID

Already have a Unity ID?

Or

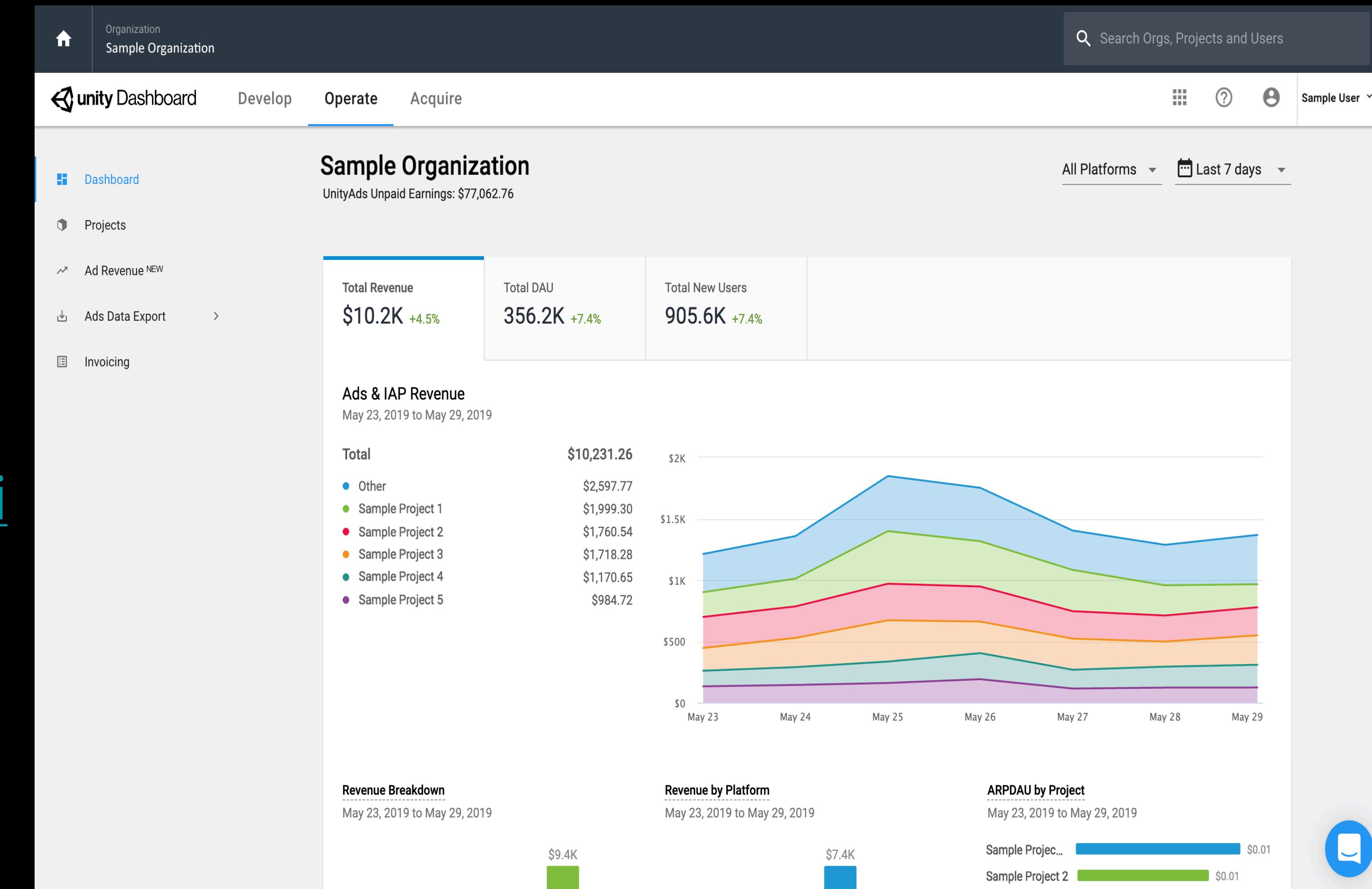
Sign in with google

Sign in with facebook

开发者广告后台

Unity Operate后台整合了广告管理、数据报表和付款入口等业务模块：

<https://operate.dashboard.unity3d.com/>



组织

- 切换Organization
- Organization收入报表
- Organization收入报表Filter
- 广告数据导出
 - 邮件自动发送
 - 手动下载
 - Stats API (GET request)
- 添加测试设备
- 自动付款设置入口
- 查看收入



切换Organization

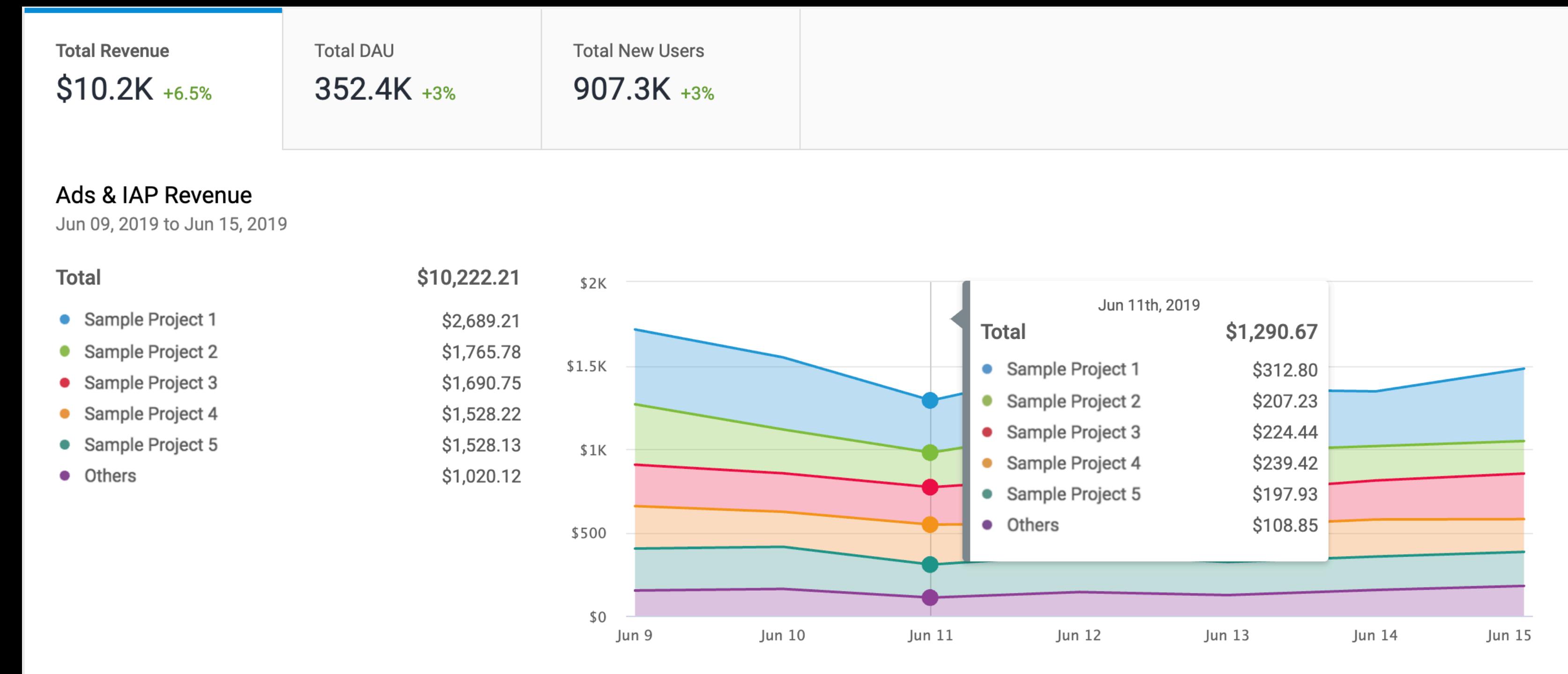
The screenshot shows the Unity Dashboard interface. At the top, there are tabs: 'unity Dashboard' (selected), 'Develop', 'Operate' (which is highlighted in blue), and 'Acquire'. On the far right of the header is a user profile icon with a blue circle containing the number '0' and the text 'SampleOrganization'. A red box highlights this area. Below the header, the main content area is titled 'SampleOrganization' with the subtitle 'UnityAds Unpaid Earnings: \$0.00'. To the left is a sidebar with links: 'Dashboard' (selected), 'Projects', 'Ad Revenue NEW', 'Ads Data Export >', 'Invoicing', and 'Settings'. In the center, there's a summary card with three metrics: 'Total Revenue' (0), 'Total DAU' (0), and 'Total New Users' (0). Below this card is a section titled 'Ads & IAP Revenue' with a date range from 'Jun 09, 2019 to Jun 15, 2019'. On the right side, there's a 'All Platforms' dropdown and a 'Switch organization' button. A red arrow points down to the 'Switch organization' button, which is also highlighted with a red box. A dropdown menu is open next to the 'Switch organization' button, listing 'SampleOrganization' (selected), 'SampleOrganization1', 'SampleOrganization2', and 'Manage organizations'. The 'Manage organizations' option is also highlighted with a red box.

您可以点击右上角账号下拉选项，在下拉列表中点击Switch Organization切换同一Unity ID下的组织。

Organization收入报表

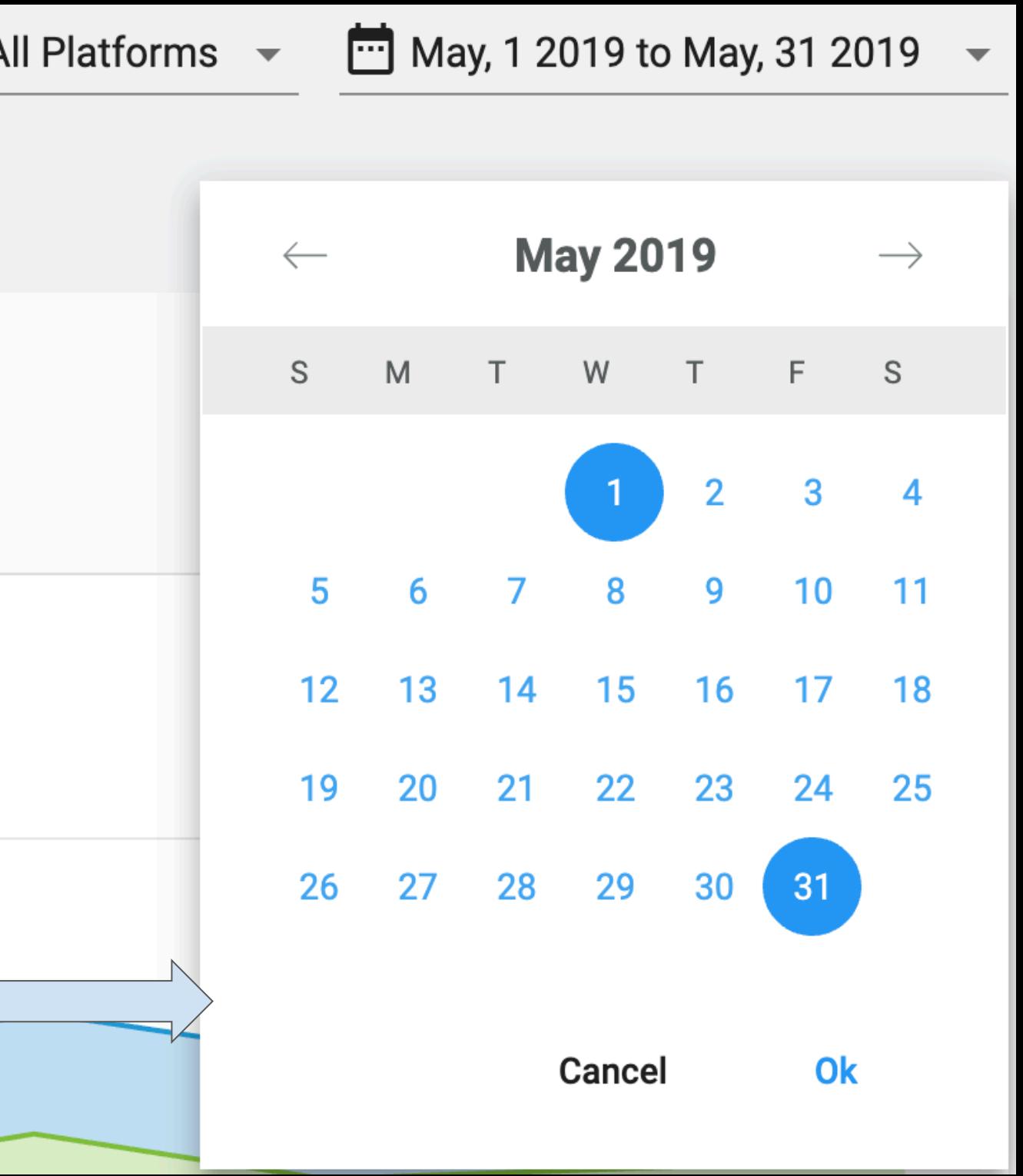
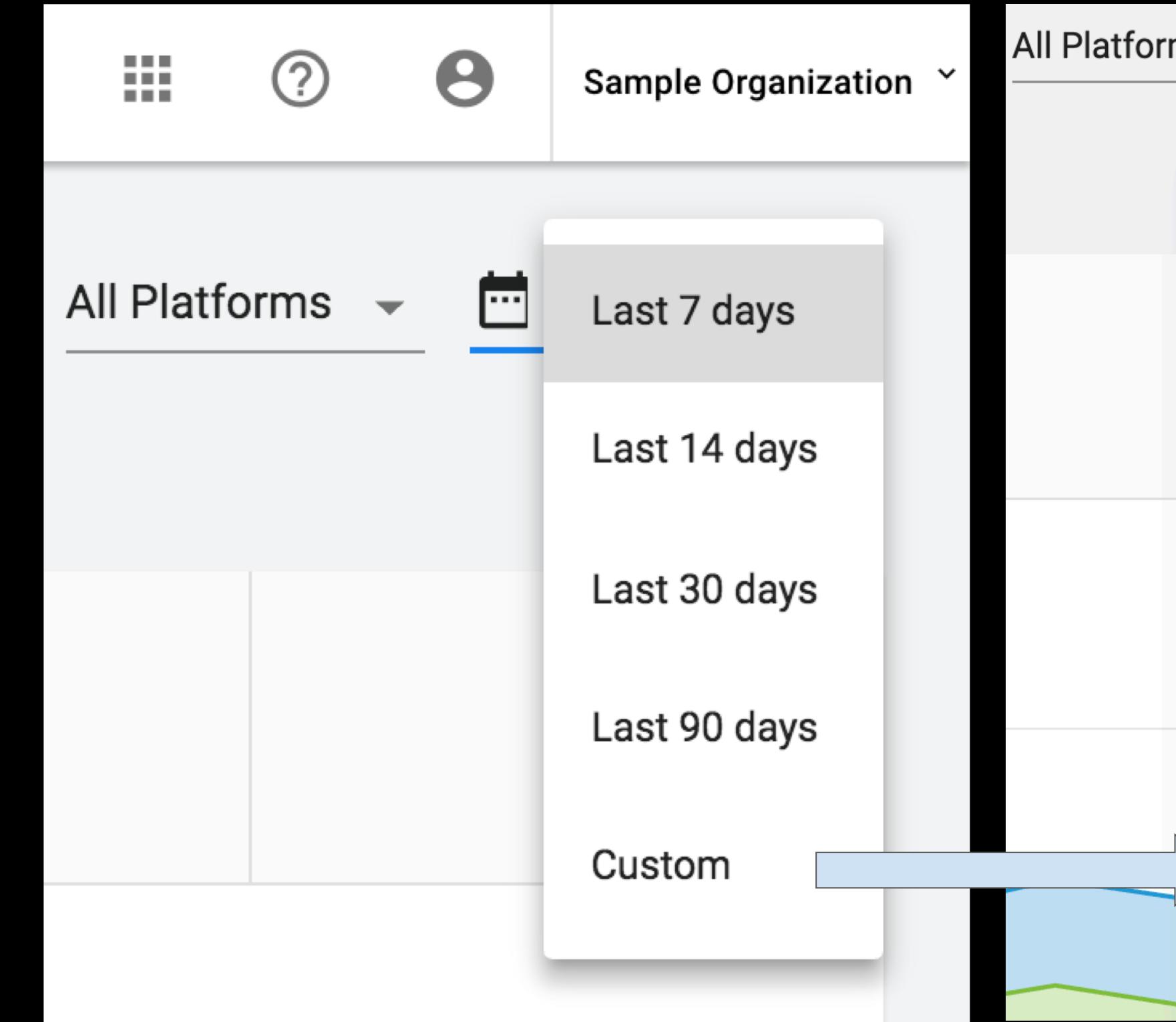
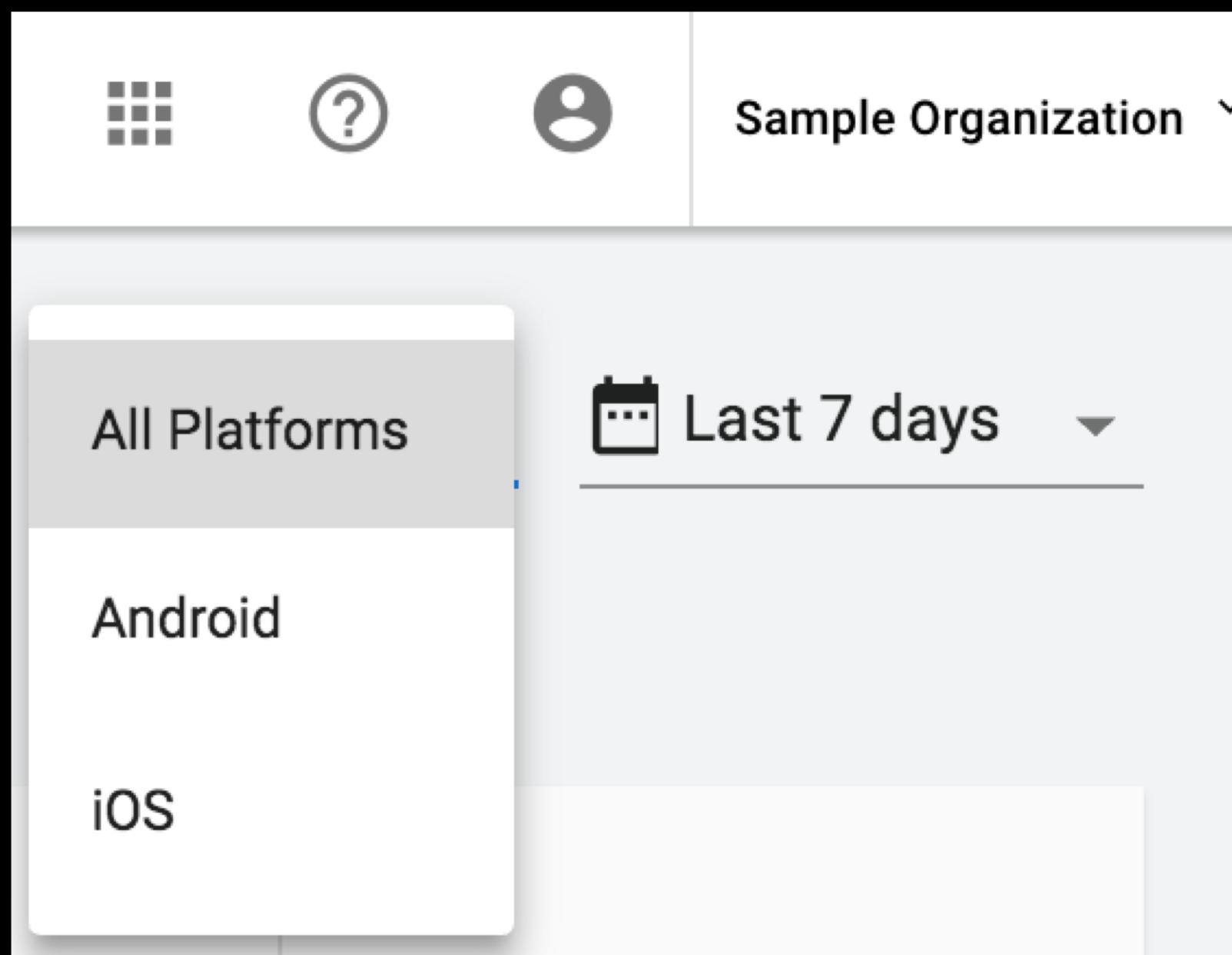
这里您可以查看当前组织Organization下所有项目Project的收益状态，支持针对需求做筛选.

提示：
查看DAU、New Users数据
需要您使用Unity Analytics.



Organization收入报表Filter

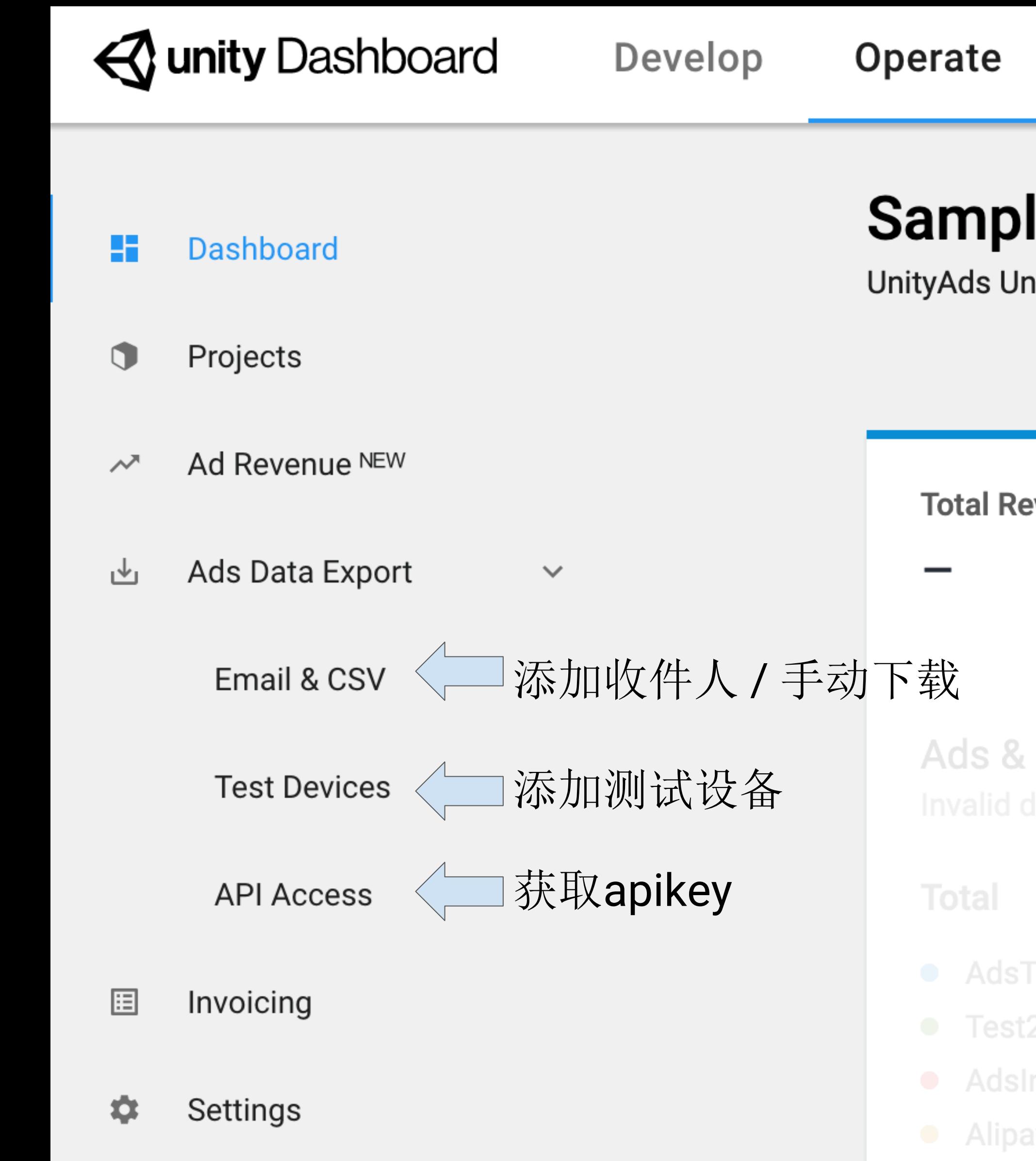
平台维度



广告数据导出

您可以通过以下3种方式获取CSV广告数据：

- 邮件定期自动发送
- 手动下载
- Stats API (GET request)



邮件自动发送

- 选中**Email & CSV**
- 选中**ADD**

提示：

- 支持添加多个报告收件人.
- 如果分割的维度**Split by**较多（尤其同时包含国家与其他维度时），报告可能会很大，或者服务器可能因分析超时而导致报告无法正常发送.

The screenshot shows the Unity Dashboard interface. The top navigation bar includes 'unity Dashboard', 'Develop', 'Operate' (which is currently selected), and 'Acquire'. The left sidebar lists 'Dashboard', 'Projects', 'Ad Revenue NEW', 'Ads Data Export', 'Email & CSV' (which is highlighted in blue), 'Test Devices', 'API Access', 'Invoicing', and 'Settings'. The main content area is titled 'Email & CSV' and contains two sections: 'Email reporting' and 'Raw Data CSV Download'. The 'Email reporting' section includes a description about receiving automated custom reports and options to 'Split By' (Country, Placement, Platform) and 'Resolution' (Daily, Hourly, Total). The 'Raw Data CSV Download' section provides a detailed explanation of the raw data provided. A modal window titled 'Add a new report' is open on the right, prompting for 'Report Name *' (WeeklyReport), 'Source *' (All sources), 'Split By' (Country, Placement checked, Platform unchecked), 'Resolution *' (Daily checked, Hourly, Total), 'Frequency *' (Weekly checked, Daily, Monthly), 'Weekly report send day *' (Monday), and 'Emails *' (SampleEmail@gmail.com). At the bottom of the modal are 'Cancel' and 'Add' buttons.

手动下载

- 选中**Email & CSV**
- 选中**DOWNLOAD CSV**

提示：

- 如果分割的维度Split by较多（尤其同时包含国家与其他维度时），报告可能会很大，或者服务器可能因分析超时而导致报告无法正常发送。
- 小部分数据延迟属于正常，导出数据仅作参考，收入结算以实际付款为准。

The screenshot shows a user interface for downloading raw data in CSV format. On the left, there's a descriptive text about the raw data being provided "as is" without warranties. It notes that the data may include inaccuracies and is intended for analytics purposes only, not as evidence for financial transactions. It also mentions that revenue processing might take up to 72 hours after a video is viewed, leading to delays in appearing on the report. All dates and times are in UTC. On the right, there are several configuration options:

- Split By:** Three checkboxes are checked: Country, Placement, and Platform.
- Report detail:** A radio button is selected for Daily, while Weekly, Monthly, and All are unselected.
- Date Range:** A dropdown menu is set to "Last 30 days".
- Download CSV:** A prominent blue button at the bottom.

Stats API (GET request)

- 选中**API Access**

具体实现请参照[在线文档](#)，运营人员需要将第一个KEY值提供给开发人员.

The screenshot shows the Unity Ads interface under the 'API Access' tab. On the left sidebar, 'API Access' is highlighted with a red box. The main content area is titled 'API Access' and contains a description of the Unity Ads API for retrieving monetization statistics in CSV format. It includes a 'Documentation' link and a 'Create Api Key' button. An 'API key' field is present, containing a long string of characters, with a blue arrow pointing upwards from the text 'apikey' towards it. The bottom of the page features links for Legal, Privacy Policy, Cookies, Invoicing, and Settings.

Dashboard

Projects

Ad Revenue NEW

Ads Data Export

Email & CSV

Test Devices

API Access

Invoicing

Settings

Legal Privacy Policy Cookies

API Access

Unity Ads provides an API for publishers to retrieve monetization statistics data directly in CSV format. To access the API, you need to use an authentication key. Please see the documentation for more details.

Documentation ↗

API key

168L...ae

Create Api Key

apikey

广告CSV数据样表

维度和指标定义请参照[在线文档:Understanding Unity Ads metrics](#)

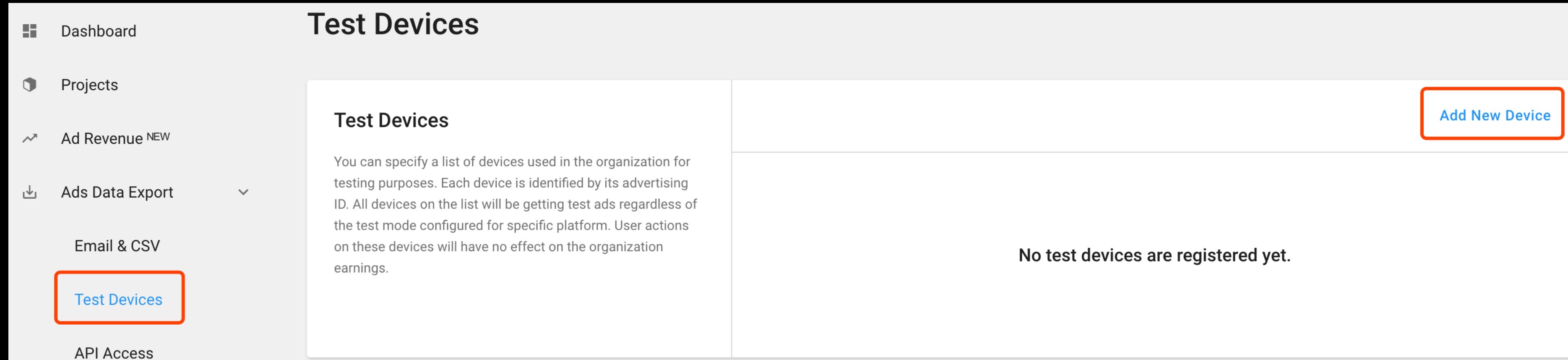
提示:

Adrequests和available不支持split by广告位(placement/zone), 因此同时使用时会出现Adrequests和available有值但revenue、 started和views为0的情况.

Date	Source game id	Source game name	Source zone	Country code	Country tier	adrequests	available	revenue	started	views
2019-05-17 00:00:00	1234567	SampleProject	AD	5	1	1	0	0	0	0
2019-05-17 00:00:00	1234567	SampleProject	AD	5	8	8	0	0	0	0
2019-05-17 00:00:00	1234567	SampleProject	AD	5	1	1	0	0	0	0
2019-05-17 00:00:00	1234567	SampleProject	AD	5	3	3	0	0	0	0
2019-05-17 00:00:00	1234567	SampleProject	AD	5	2	2	0	0	0	0
2019-05-17 00:00:00	1234567	SampleProject	AD	5	17	17	0	0	0	0
2019-05-17 00:00:00	1234567	SampleProject	AD	5	6	6	0	0	0	0
2019-05-17 00:00:00	1234567	SampleProject	rewardedVideo	AD	5	0	0	0	2	2
2019-05-17 00:00:00	1234567	SampleProject	video	AD	5	0	0	0	1	0
2019-05-17 00:00:00	1234567	SampleProject	video	AD	5	0	0	0	9	7
2019-05-17 00:00:00	1234567	SampleProject	video	AD	5	0	0	0	2	0
2019-05-17 00:00:00	1234567	SampleProject	AE	5	85	85	0	0	0	0

添加测试设备

- 选中**Test Devices**



获取设备广告ID:

- iOS设备，App Store下载The Identifiers应用查看IDFA
- Android设备，Settings > Google(或直接Google Settings) > Ads > advertising
暂不支持添加不含Google Play Services的安卓设备为测试机.

自动付款设置入口

Unity已全面使用自动付款方式，您无需再手动发送invoice请求付款。

关于自动付款的说明、设置和须知事项，请参考在线文档: Revenue and payment

Invoicing

No automated payouts scheduled.

Transaction history

Your organization hasn't generated any monetary transactions yet. To learn more, please read [the revenue and payment guide](#).

To receive automated payouts, please make sure you have configured a valid payout profile.

Go to Unity ID

查看收入

在自动付款设置好之后，您可以在**Invoicing**选项下看到自己的收入流水及预计下次自动付款的时间。

以下情况将不会显示下次预计付款时间：

- 1, 不属于**net60**自动付款周期
- 2, 当前账号不是该**organization**所有者
- 3, 不会获得自动付款（没设置自动付款、收入未到达付款条件、账号被判定涉嫌广告欺诈）

The screenshot shows the Unity Dashboard interface. The top navigation bar includes 'unity Dashboard' and tabs for 'Develop', 'Operate' (which is currently selected), and 'Acquire'. On the left, a sidebar lists 'Dashboard', 'Projects', 'Ad Revenue NEW', 'Ads Data Export', 'Invoicing' (which is highlighted with a red box), and 'Settings'. The main content area is titled 'Invoicing'. It displays a message: 'Next estimated automated payout: \$40,250.32 on June 28, 2019' with a note that it's calculated using standard payment terms. Below this is a table titled 'Transaction history' with columns for Date added, Transaction, and Amount. The table contains six rows of transaction data.

Date added	Transaction	Amount
2019-06-05	Earnings (May 2019)	\$39,295.34
2019-05-17	Automated payout	-\$37,640.26
2019-05-02	Earnings (April 2019)	\$40,250.32
2019-04-17	Automated payout	-\$31,626.09
2019-04-16	Bonus	\$4,167.91
2019-04-05	Earnings (March 2019)	\$33,472.35

项目

- 创建Project
 - Project Overview
- Project广告数据
 - 广告数据操作
 - 广告CSV数据下载
- Game ID
 - 平台Platform
 - 平台广告过滤
 - 平台广告设置
- Placement ID
 - 广告位Placement
 - 新建广告位
 - 广告位设置
- Project信息概览



Projects列表

- 选中 **Projects**

这里您可以分别对当前 Organization 下各个项目 Project 做设置和查看数据.

提示：
查看 DAU、New Users、ARPDAU 数据需要您使用 Unity Analytics.

The screenshot shows the Unity Dashboard interface. The top navigation bar includes tabs for 'unity Dashboard', 'Develop', 'Operate' (which is currently selected), and 'Acquire'. A help icon and a 'New Project' button are also present. On the left, a sidebar menu lists 'Dashboard', 'Projects' (which is selected and highlighted in blue), 'Ad Revenue NEW', 'Ads Data Export', 'Invoicing', and 'Settings'. The main content area is titled 'Project List' and displays metrics from the last 7 days. It features a search bar, a sort dropdown set to 'Name', and columns for 'Total revenue', 'Ad revenue', 'New Users', 'DAU', and 'ARPDAU'. Below this, a section titled 'All projects (2)' lists two entries: 'Sample Project1' and 'SampleProject2', each represented by a small thumbnail icon.

创建Project

- 选中**NEW PROJECT**

参考说明并根据游戏实际情况填写
Store ID和COPPA

提示：
项目创建后不支持修改COPPA；

如果您的游戏不是仅供美国13岁以下儿童使用的，
则无需勾选COPPA，但我们仍建议您仔细阅读
COPPA协议以取得全面的了解。



Add new project

Project name

The Chase

Store IDs (optional)

The store IDs are used to fetch store information such as app category and icon. Our ad optimization will use this information to maximize your revenue. If the game hasn't been published yet you can always add the IDs later.

Apple App Store ID

820347596



Unity Chase

820347596

Google Play Store ID

com.unity3d.TheChaseAndroid



The Chase

com.unity3d.TheChaseAndroid

This game is directed to children under the age of 13 in the United States

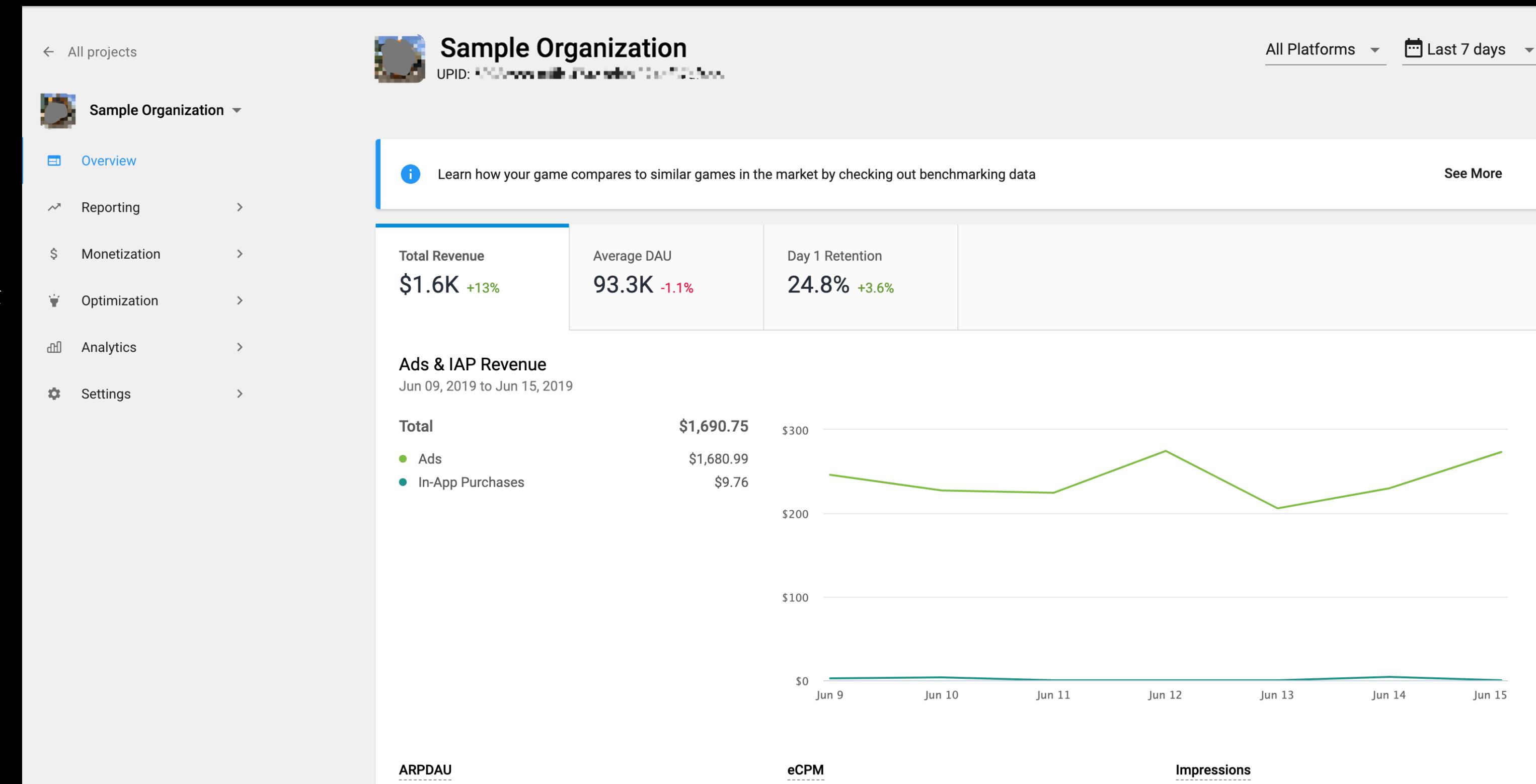
In accordance with the Children's Online Privacy Protection Act (COPPA), we require all products that use Unity Ads to identify whether or not they are directed at children under the age of 13 in the United States

Project Overview

- 选中一个Project
- 选中Overview

这里您可以查看当前项目Project的总体收益状态，支持按平台和时间做筛选.

提示：
查看DAU、Retention数据需要您使用Unity Analytics.

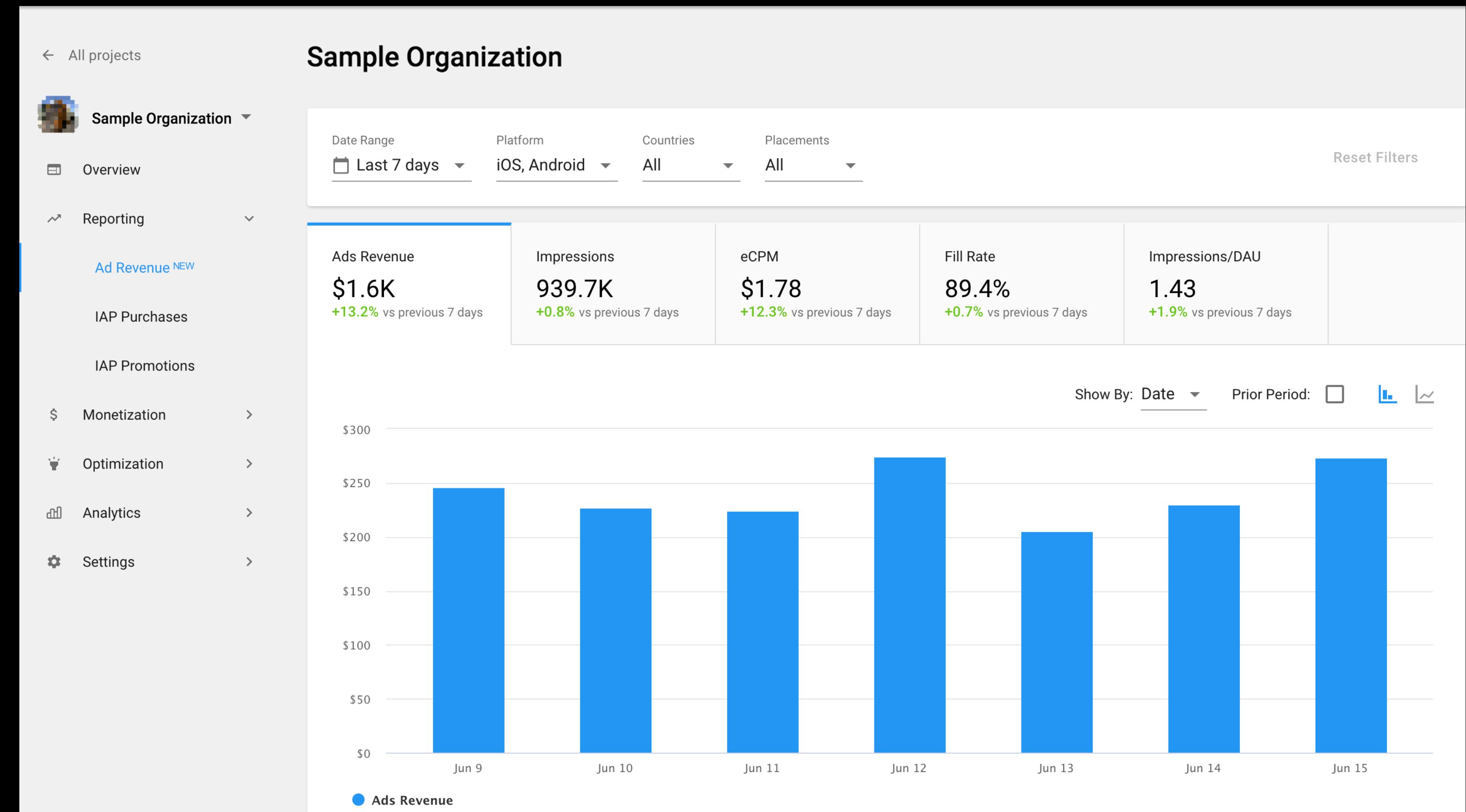


Project广告数据

- 选中**Reporting**
- 选中**Ad Revenue**

这里您可以查看当前项目Project的详细广告数据.

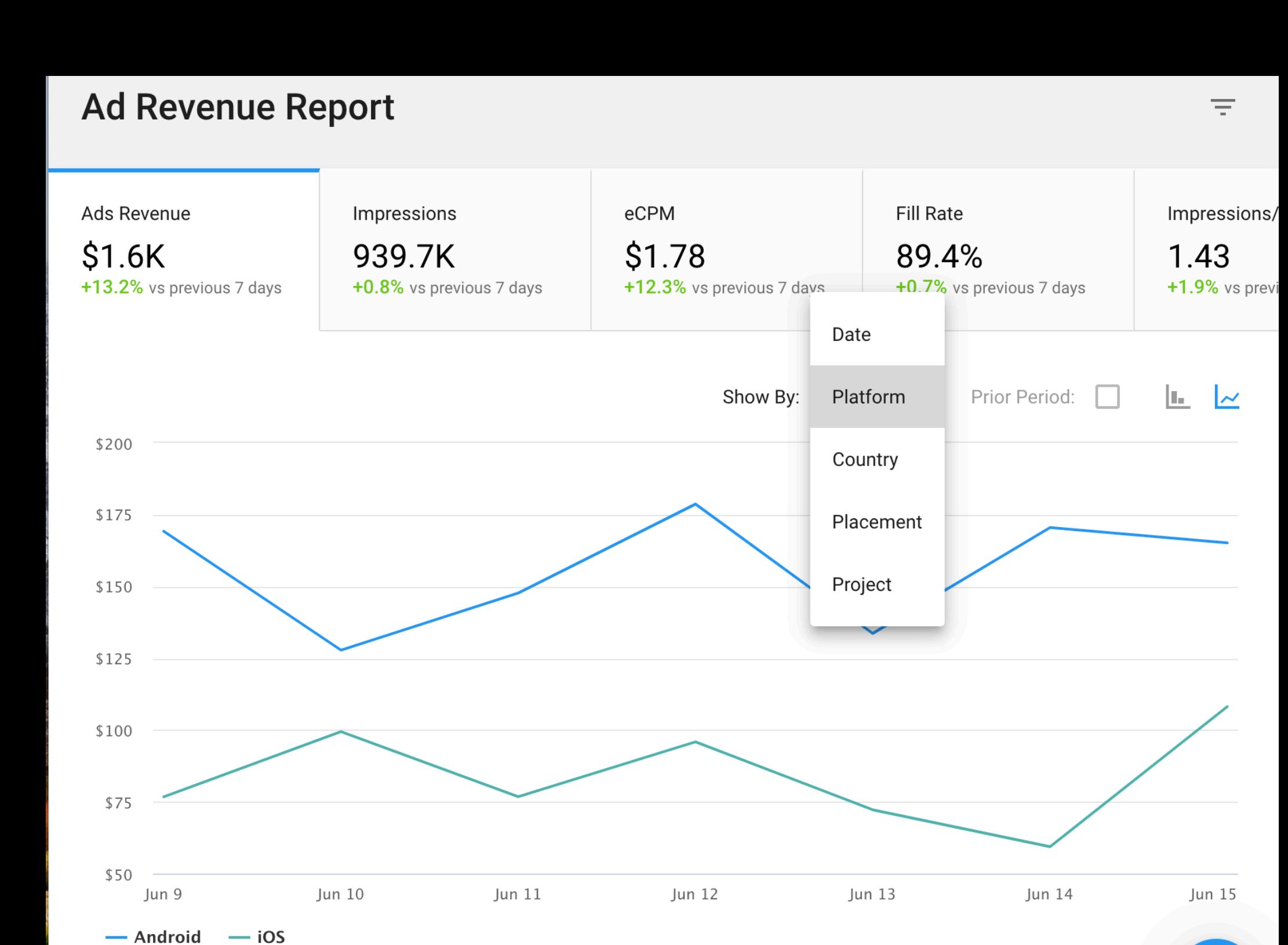
提示：
查看Impressions/DAU数据需要您使用Unity Analytics.



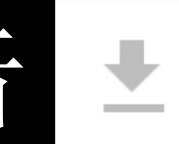
广告数据操作

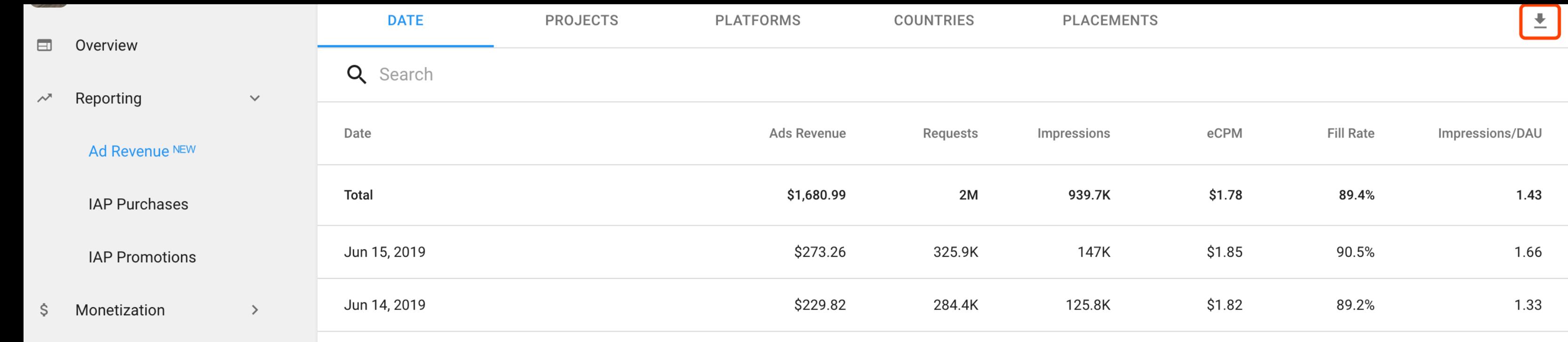
可以按时间、平台、国家、广告位筛选

The screenshot shows a dashboard with three main tabs: 'Develop', 'Operate' (which is selected), and 'Acquire'. Below the tabs are four filter dropdowns: 'Date Range' (set to 'Last 7 days'), 'Platform' (set to 'iOS, Android'), 'Countries' (set to 'All'), and 'Placements' (set to 'All').



广告CSV数据下载

您也可以在Ad Revenue
界面通过点击  按钮
直接下载当前筛选的
CSV数据，样例如右图。



The screenshot shows the Ad Revenue reporting interface. On the left, there's a sidebar with sections like Overview, Reporting (selected), Ad Revenue (NEW), IAP Purchases, IAP Promotions, and Monetization. The main area has tabs for DATE, PROJECTS, PLATFORMS, COUNTRIES, and PLACEMENTS. Under the DATE tab, there's a search bar and a table with columns: Date, Ads Revenue, Requests, Impressions, eCPM, Fill Rate, and Impressions/DAU. The table shows data for three rows: Total (Jun 15, 2019), Jun 15, 2019, and Jun 14, 2019. A red box highlights the download icon in the top right corner of the table header.

Date	Ads Revenue	Requests	Impressions	eCPM	Fill Rate	Impressions/DAU
Total	\$1,680.99	2M	939.7K	\$1.78	89.4%	1.43
Jun 15, 2019	\$273.26	325.9K	147K	\$1.85	90.5%	1.66
Jun 14, 2019	\$229.82	284.4K	125.8K	\$1.82	89.2%	1.33

Date	Ads Revenue	Requests	Impressions	eCPM	Fill Rate	Impressions/DAU
Total	\$1680.99	2081287	939732	\$1.78	89.4%	1.4378048556583045
Jun 9, 2019	\$245.92	340672	152902	\$1.60	90.1%	1.3879362774020787
Jun 10, 2019	\$227.19	284811	129901	\$1.74	89.2%	1.4429917131367889
Jun 11, 2019	\$224.43	283774	129582	\$1.73	89.1%	1.4391284067435197
Jun 12, 2019	\$274.52	283376	129168	\$2.12	88.7%	1.430669546436285
Jun 13, 2019	\$205.81	278251	125224	\$1.64	88.3%	1.3880926252313968
Jun 14, 2019	\$229.82	284428	125861	\$1.82	89.2%	1.332257176729613
Jun 15, 2019	\$273.26	325975	147094	\$1.85	90.5%	1.6641663555419792

Game ID

在您创建Project时，Unity会自动为您生成Game ID.

Game ID是连接SDK与后台的桥梁,广告运营人员需要把这个Game ID提供给开发人员,用于UnityAds SDK的初始化.

Game ID也是Unity唯一定位您游戏的身份识别ID, 向Unity支持咨询问题时, 也需要您提供GameID, 以便针对游戏为您解决问题.

注意:

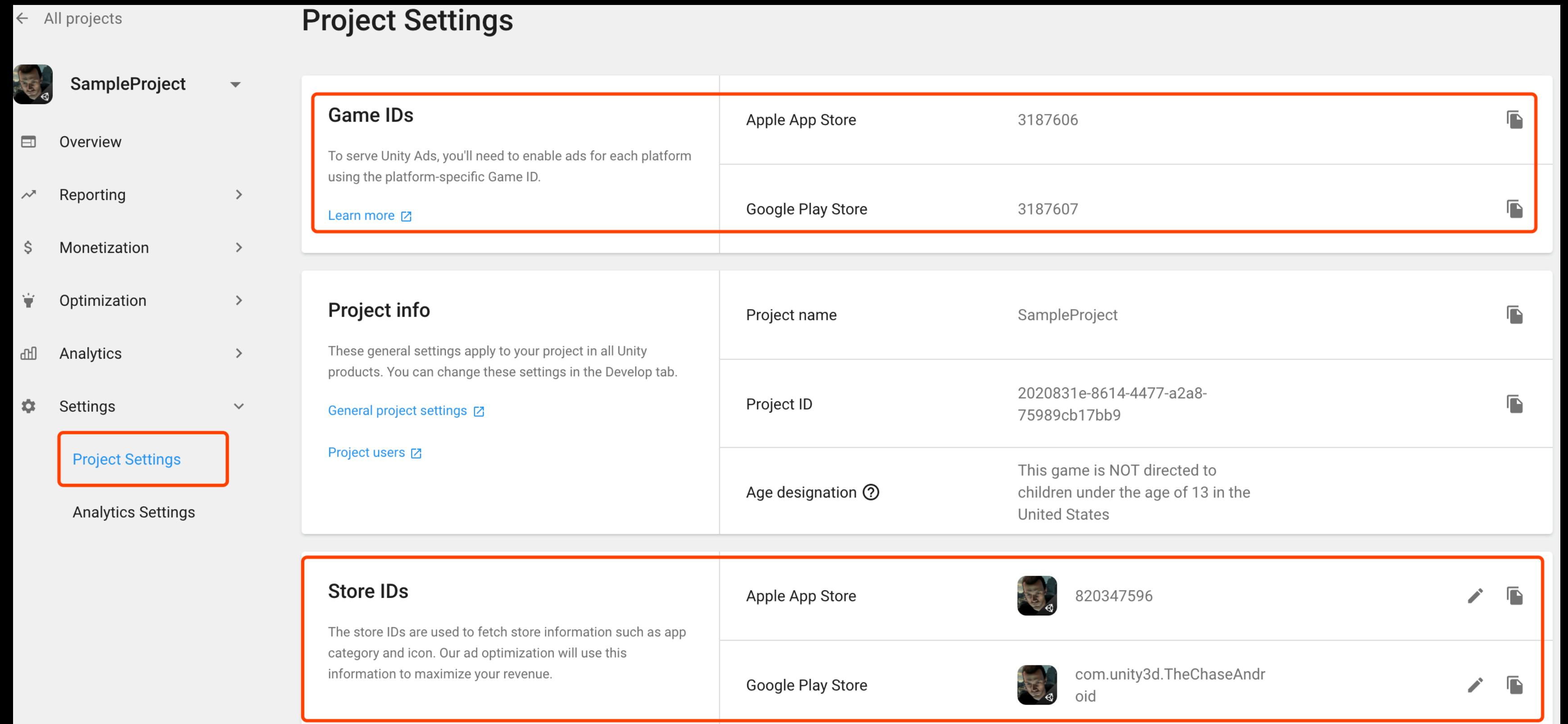
Unity Game ID由7位数字组成, 它不等同于您游戏的商店应用ID, 请勿混淆使用.

平台 Platform

- 选中 **Settings**
- 选中 **Project Settings**

这里您可以查看游戏的商店信息和Unity自动为该游戏生成的**Game ID**.

点击  可以修改商店信息.



The screenshot shows the Unity Project Settings page for a project named "SampleProject". The left sidebar includes links for Overview, Reporting, Monetization, Optimization, Analytics, and Settings, with "Project Settings" being the active tab. The main content area is divided into three sections: "Game IDs", "Project info", and "Store IDs".

Game IDs section:

- Apple App Store: 3187606
- Google Play Store: 3187607

Project info section:

- Project name: SampleProject
- Project ID: 2020831e-8614-4477-a2a8-75989cb17bb9
- Age designation: This game is NOT directed to children under the age of 13 in the United States

Store IDs section:

- Apple App Store: 820347596
- Google Play Store: com.unity3d.TheChaseAndr oid

平台广告过滤

- 选中**Monetization**
- 选中**Ad Filters**

这里您可以通过广告的游戏类别和年龄评级做广告过滤.

提示:

过滤广告会影响广告填充进而影响广告收入, 请按需设置.

The screenshot shows the 'Ad Filters' section of the Unity Monetization settings. On the left, there's a sidebar with project navigation and various monetization tools like Overview, Reporting, Monetization (selected), Placements, Ad Filters (highlighted with a red box), In-App Purchases, IAP Promotions, Optimization, Analytics, and Settings. At the bottom of the sidebar are links to Legal, Privacy Policy, and Cookies. The main content area is titled 'Ad Filters' and contains two sections: 'Category filtering' and 'Age limits'. Under 'Category filtering', there are two rows for Apple App Store and Google Play Store, both showing 'No categories excluded'. Under 'Age limits', there are also two rows for Apple App Store and Google Play Store, both showing 'Show all ads'. Each row has a pencil icon for editing.

平台广告设置-测试模式, 广告开关

- 选中**Settings**
- 选中**Project Settings**

Test mode

这里您可以设置当前平台强制全局开启/关闭
测试广告.

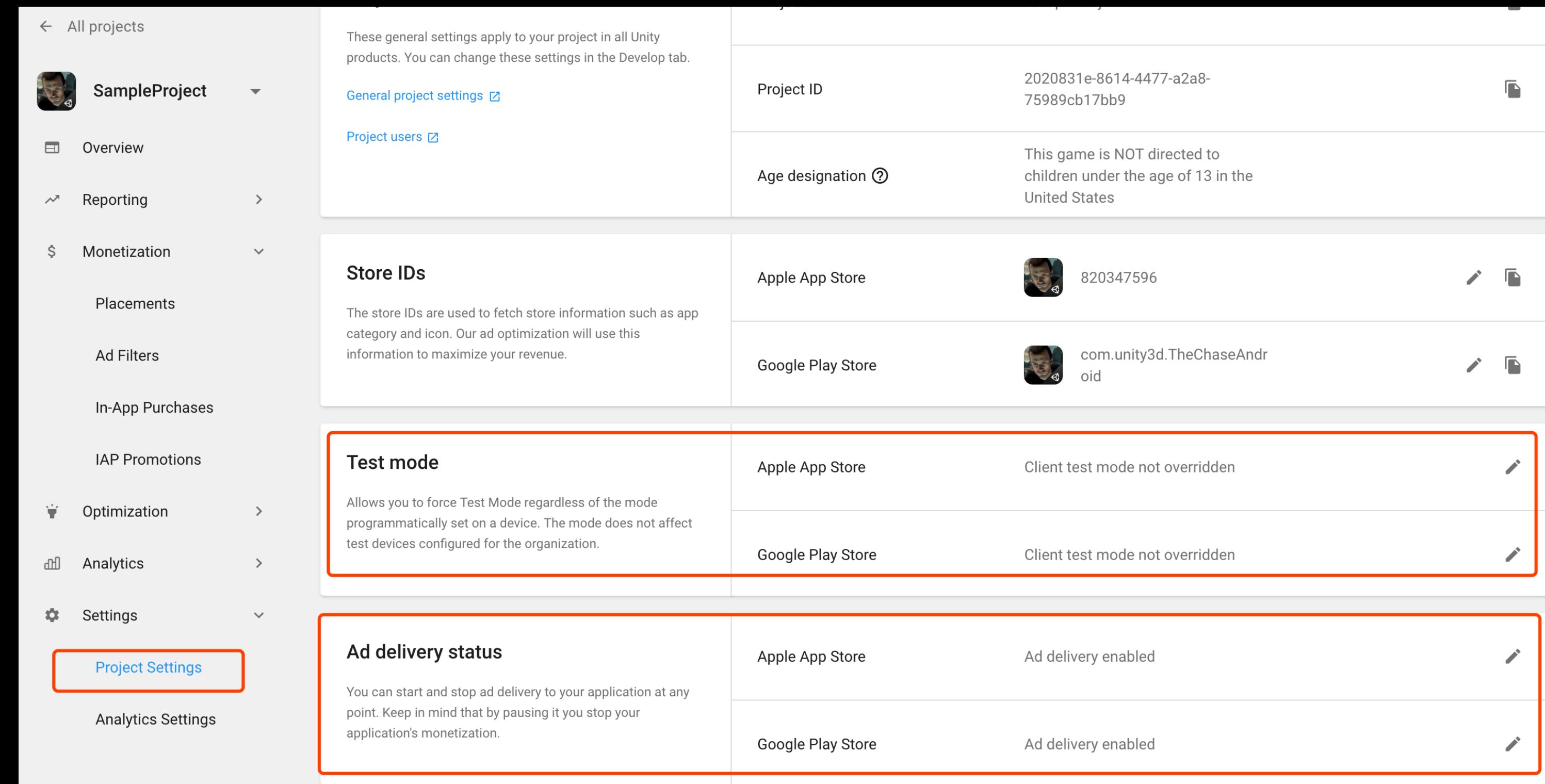
(本设置将overwrite代码层面的testmode; 但
Test Devices里填入的设备不受影响)

Ad delivery status

您可以选择平台关闭其广告.

注意:

关闭广告后Unity将停止为您供应广告, 广告
收入将暂停.



Placement ID

在您创建Project时，Unity默认会自动为每个游戏生成2个全屏视频广告位, 您也可以手动添加更多.

一般开发者可能需要使用不同设置的Placement ID来达到不同的广告效果，这种情况就需要广告运营人员将Placement ID告诉开发人员.

广告位Placement

- 选中**Monetization**
- 选中**Placements**

这里您可以查看当前游戏的所有广告位，列表值为**Placement ID**.

Placements

SampleProject

video • Video, Playable

rewardedVideo • Video, Playable

点击 可以切换默认广告位，当您广告代码中没有指定广告位时，将使用默认广告位的设置展示广告.

Default placements

If you do not specify a Placement ID, Unity Ads selects the default Placement specified here.

Default for iOS

video

Default for Android

video

Cancel Save

新建广告位

- 选中**Monetization**
- 选中**Placements**
- 选中**Add Placement**

Unity默认会自动为每个游戏生成2个全屏视频广告位(可跳过和不可跳过),您也可以通过ADD PLACEMENT添加更多广告位以满足不同需求.

提示:

即使是可跳过的视频广告,当玩家看完广告视频时,也会触发观看完成Completed的回调。

Add new placement

Placement name *

resumeGame

Placement ID

resumegame

Rewarded

Non-rewarded

Banner

CANCEL [CREATE NEW PLACEMENT](#)

广告位设置

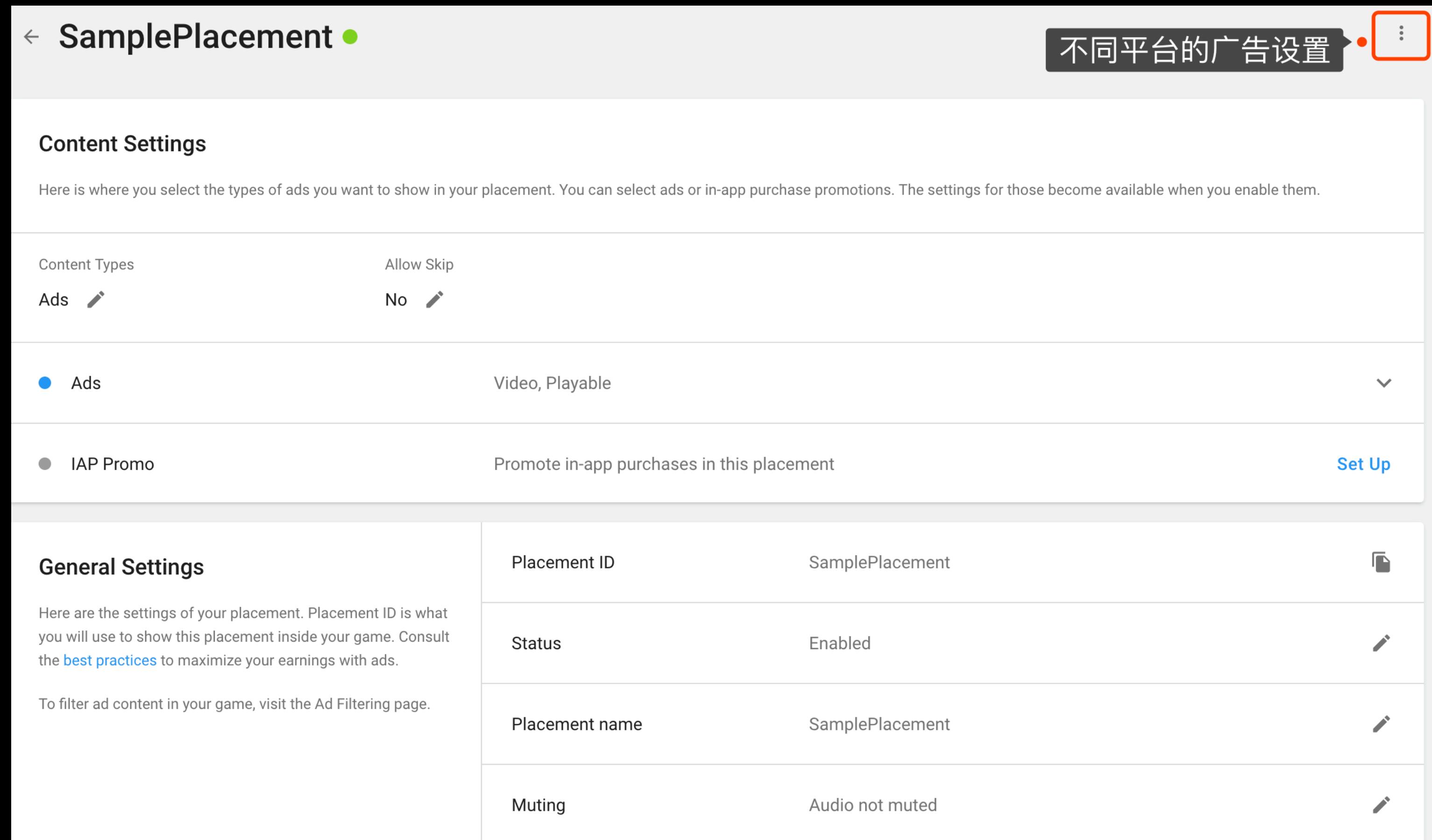
- 选中**Monetization**
- 选中**Placements**
- 选中一个全屏广告位

这里您可以对以下广告位设置做修改：

- 广告状态 Status
- 广告位名 Placement name
- 广告类型 Ad Types
- 广告声音 Muting
- 广告跳过 Allow skip
- 是否设置IAP Promo

提示：

点击  可以对同一广告位做不同平台的广告设置(竞价方式除外).



Content Settings

Here is where you select the types of ads you want to show in your placement. You can select ads or in-app purchase promotions. The settings for those become available when you enable them.

Content Types	Allow Skip
Ads 	No 

Ads Video, Playable

IAP Promo Promote in-app purchases in this placement 

General Settings

Here are the settings of your placement. Placement ID is what you will use to show this placement inside your game. Consult the [best practices](#) to maximize your earnings with ads.

To filter ad content in your game, visit the Ad Filtering page.

Placement ID	SamplePlacement
Status	Enabled
Placement name	SamplePlacement
Muting	Audio not muted

Project信息概览

- 选中**Settings**
- 选中**Project Settings**

这里您可以查看当前游戏项目的信息，包括COPPA信息和广告Game ID等。

The screenshot shows the 'Project Settings' page for a project named 'SampleProject'. The left sidebar lists project management sections: Overview, Reporting, Monetization, Optimization, Analytics, and Settings (with 'Project Settings' selected). The main content area is divided into three sections: 'Game IDs', 'Project info', and 'Store IDs'.
Game IDs: Lists Game IDs for Apple App Store (ID: 3187606) and Google Play Store (ID: 3187607).
Project info: Displays general settings like Project name (SampleProject), Project ID (2020831e-8614-4477-a2a8-75989cb17bb9), and Age designation (NOT directed to children under 13 in the United States).
Store IDs: Lists Store IDs for Apple App Store (ID: 820347596) and Google Play Store (ID: com.unity3d.TheChaseAndroid). The interface includes edit and delete icons for each entry.

附录

- 填写Store ID-IOS
- 填写Store ID-Android
- 获得广告支持
- 资源链接



填写Store ID -iOS

iOS游戏的Store ID
可以从App的iTunes
store URL中找到，
如右图高亮部分：

The screenshot shows the App Store Preview page for the game "Unity Chase". The URL in the browser bar is https://itunes.apple.com/us/app/unity-chase/id820347596?mt=8. The page title is "App Store Preview". A message states "This app is only available on the App Store for iOS devices." The game's icon features a man's face. The game's name is "Unity Chase" with a 4+ rating, developed by "Unity Technologies ApS". It has 3.4 ratings from 16 users. The price is listed as "Free". Below the main info, there are tabs for "Screenshots" (with "iPhone" selected) and "iPad". Three screenshots are shown: one showing a character in a futuristic setting, another showing two futuristic vehicles, and a third showing a view of the futuristic city. Each screenshot has a "POWERED BY unity" logo at the bottom right.



填写Store ID -Android

Android游戏的Store ID可以从App的Google Play store URL中找到，如右图高亮部分：



Secure | https://play.google.com/store/apps/details?id=com.unity3d.TheChaseAndroid

Google Play

Apps

Categories | Home | Top Charts | New Releases

My apps

Shop

Games

Family

Editors' Choice

Account

My subscriptions

Redeem

Buy gift card

My wishlist

My Play activity

Parent Guide

The Chase

Unity Technologies ApS Entertainment

3+

You don't have any devices.

Add to Wishlist

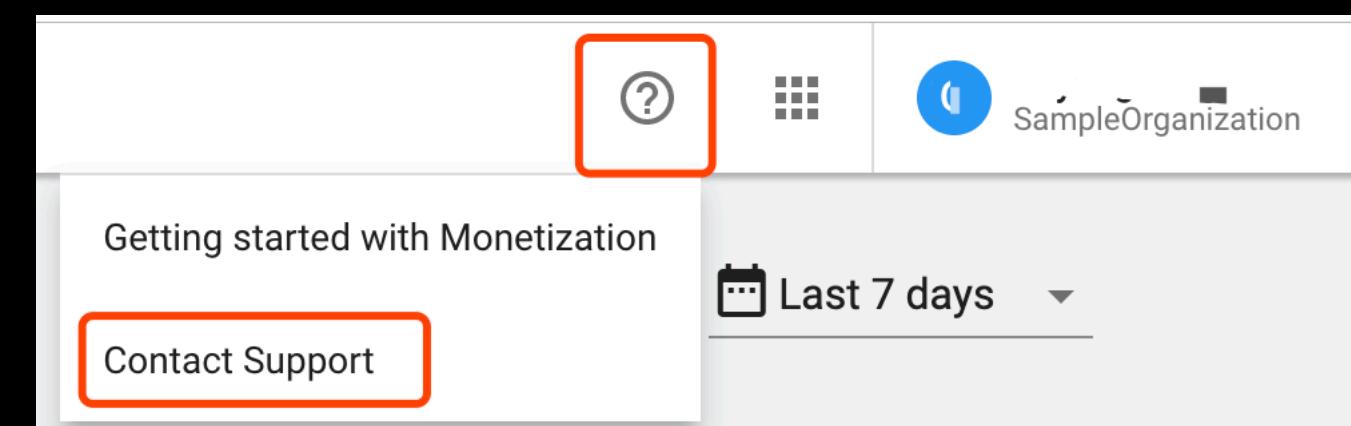
Install

A screenshot from the game 'The Chase' showing a close-up of a man's face with blue eyes. He is looking slightly to the side. The background shows a dark, industrial or futuristic setting with some structures and lights. The Unity logo is visible in the bottom right corner of the screen.

联系广告支持

您可以点击后台页面右上角的  后选择 Contact Support 填写表格获得支持，如右图。

收到您的需求后，我们会尽快为您解决问题，或联系您确认进一步信息，请您关注您的账户注册邮箱以及时获取我们的反馈。



Contact support

Organization *
SampleOrganization

Category *

Subject *

Description *

Attachments
Add screenshots, images, etc.

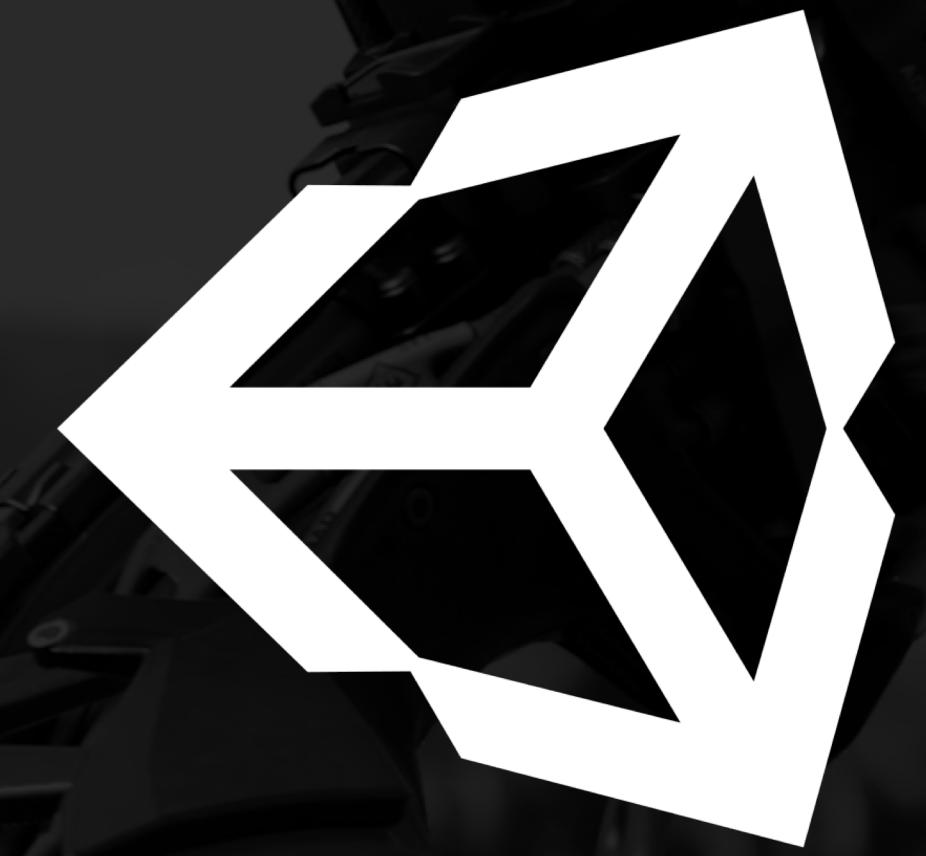
Choose File

Cancel Send

资源链接

- Unity ID: <http://id.unity.com/>
- Operate后台: <https://operate.dashboard.unity3d.com>
- 常见问题FAQ [中文]: <https://github.com/unity-cn/unityads-help-cn/wiki/monetization>
- Unity Ads在线文档 [中文]: <https://github.com/unity-cn/unityads-help-cn/wiki>
- Unity Ads在线文档 [英文]: <http://unityads.unity3d.com/help/index>
- Asset Package下载: <https://assetstore.unity.com/packages/add-ons/services/unity-ads-66123>
- iOS SDK下载: <https://github.com/Unity-Technologies/unity-ads-ios/releases>
- Android SDK下载: <https://github.com/Unity-Technologies/unity-ads-android/releases>





Unity Ads Support