



unity Ads

开发者后台操作手册

2018.9



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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' page. At the top left is the Unity logo. Below it is the heading 'Create a Unity ID'. A link 'If you already have a Unity ID, please [sign in here.](#)' is present. The form includes fields for 'Email' (with a green outline), 'Password', 'Username', and 'Full Name'. Below these are two checkboxes:

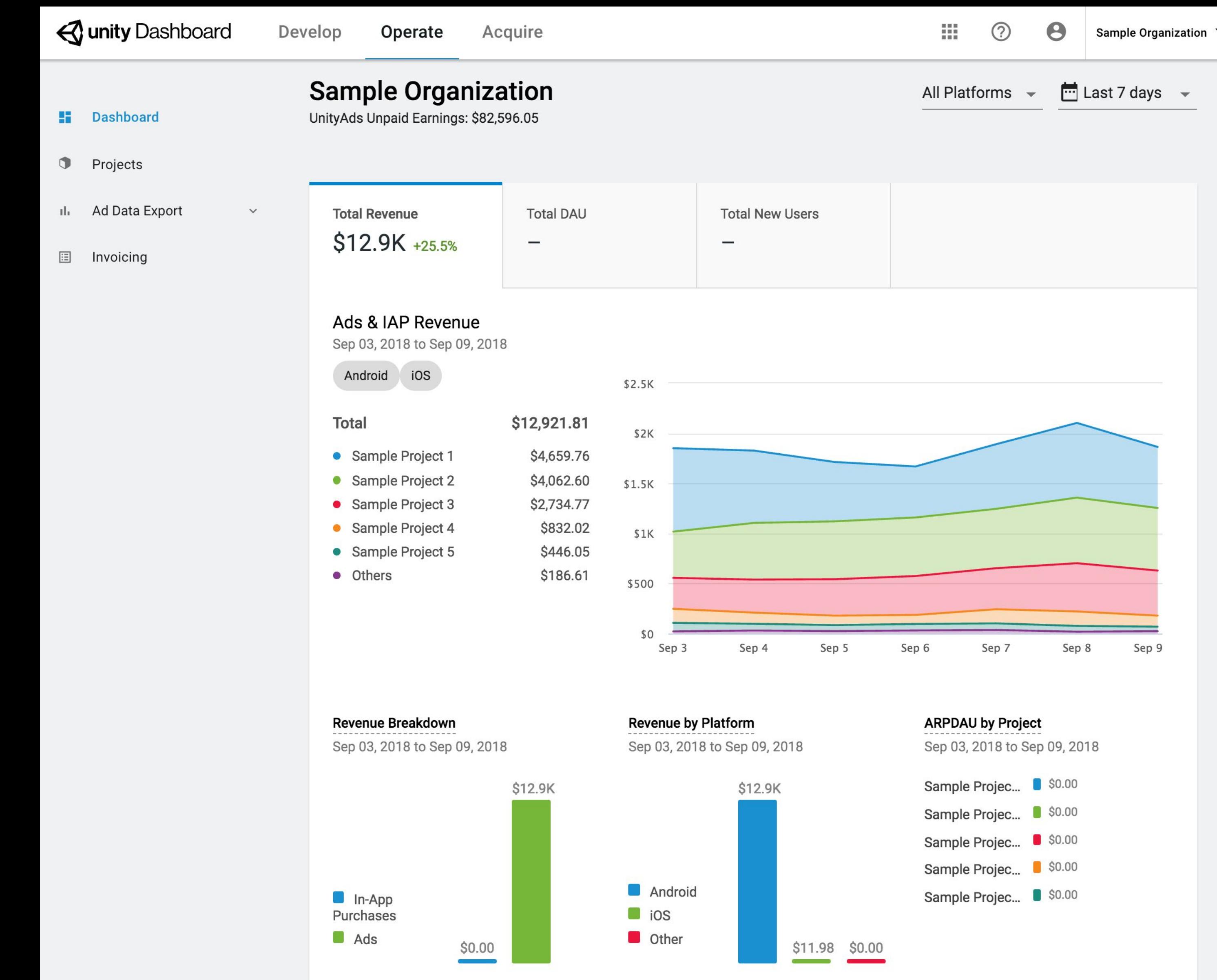
- I agree to the Unity [Terms of Use](#) and [Privacy Policy](#)
- I understand that checking this box that I am agreeing to receive promotional materials from Unity

At the bottom left are buttons for 'Create a Unity ID' (green) and 'Already have a Unity ID?'. To the right is a 'reCAPTCHA' box with the text 'I'm not a robot' and the reCAPTCHA logo. The page also features social login buttons for Google and Facebook at the bottom.

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

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- Organization收入报表Filter
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 - 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



切换Organization

The screenshot shows the Unity Dashboard interface. At the top, there is a navigation bar with the 'unity Dashboard' logo, 'Develop', 'Operate' (which is underlined), 'Acquire', a grid icon, a help icon, a user profile icon, and a dropdown menu labeled 'Sample Organization'. The main content area displays 'Sample Organization' and 'UnityAds Unpaid Earnings: \$82,596.05'. On the left, there is a sidebar with 'Dashboard' (selected) and 'Projects' options.

Sample Organization

All Plat

Sample Organization

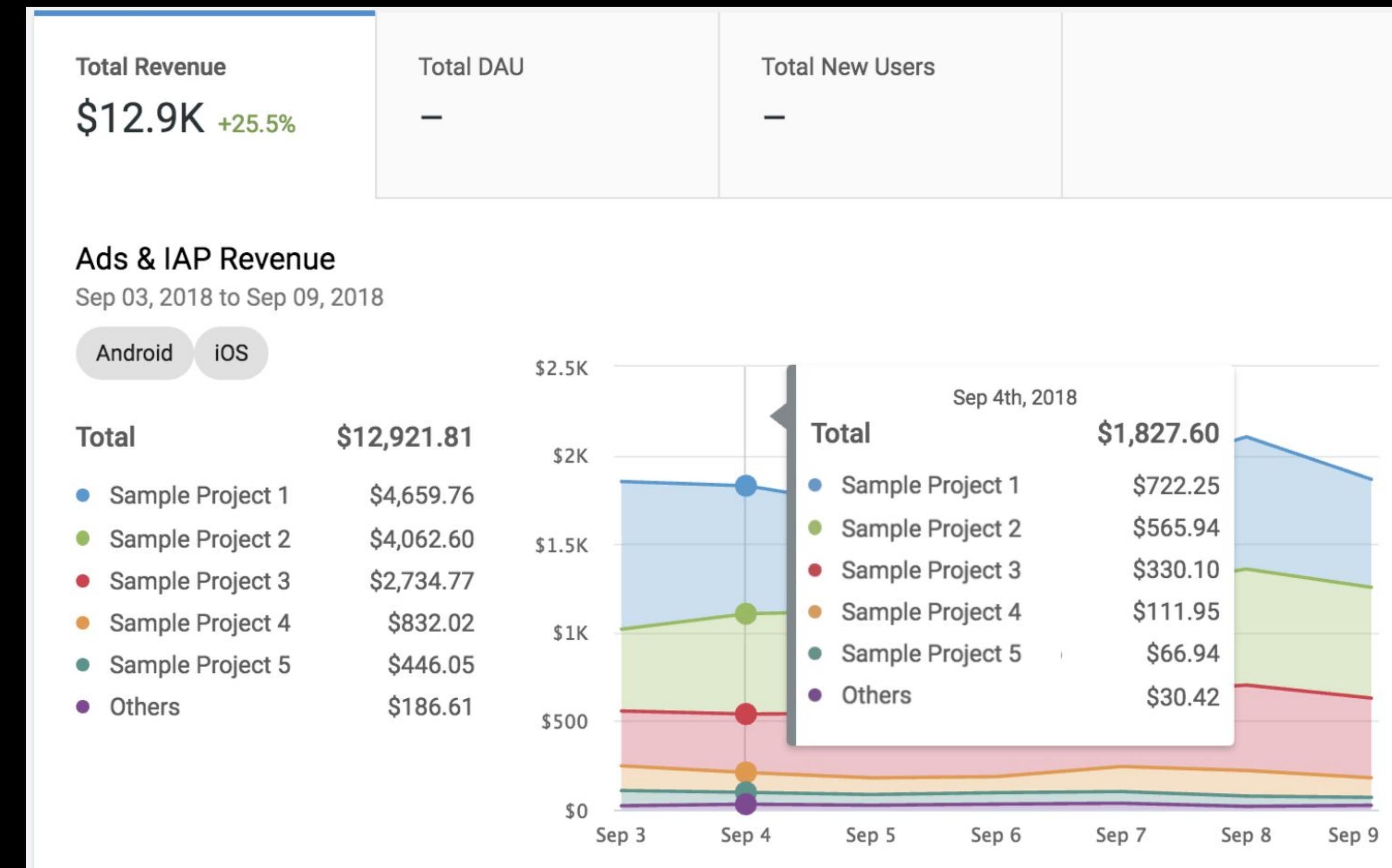
Another Organization

您可以在导航栏右上角点击Organization名称切换同一Unity ID下的组织.

Organization收入报表

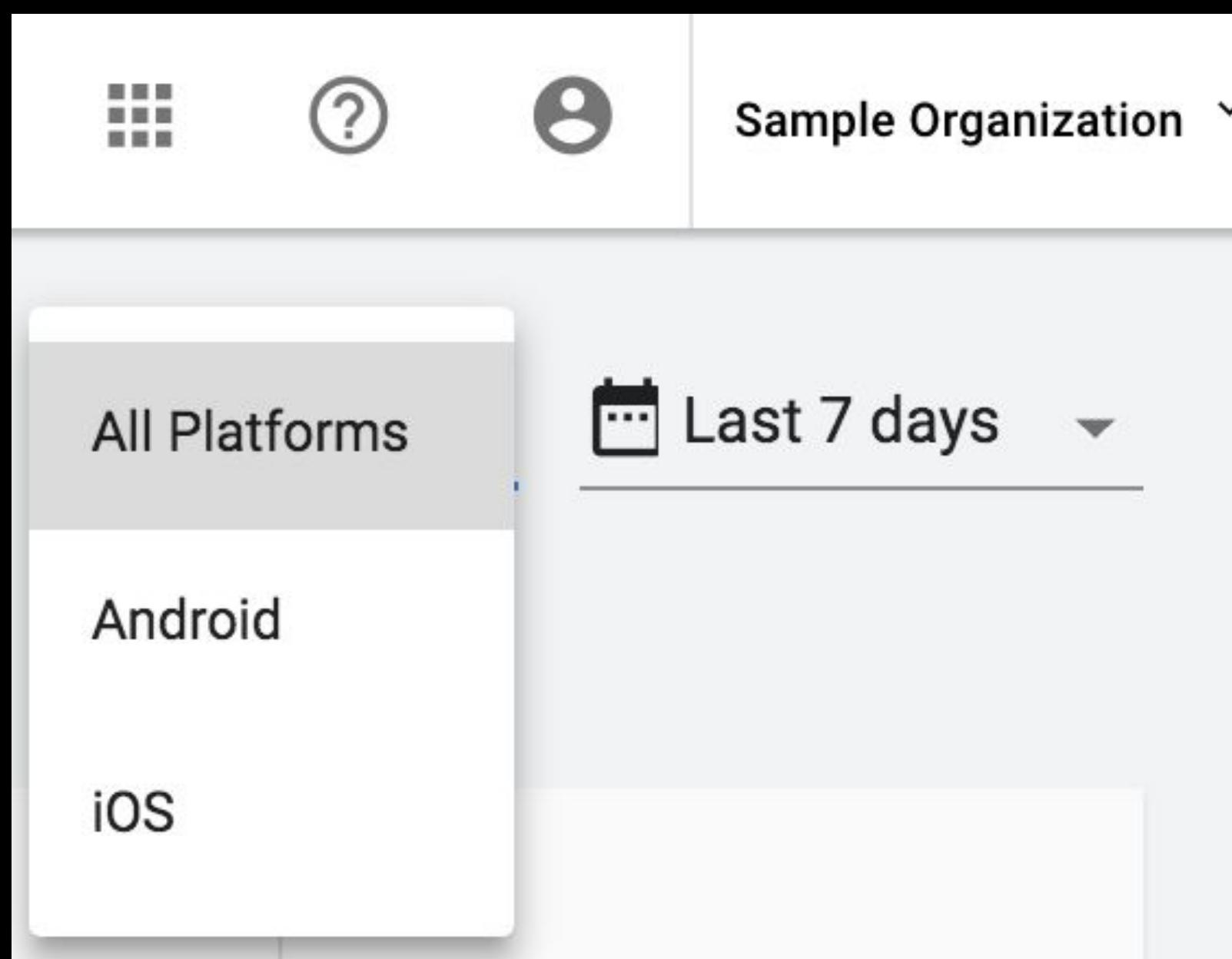
这里您可以查看当前组织Organization下所有项目Project的收益状态，支持针对需求做筛选。

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

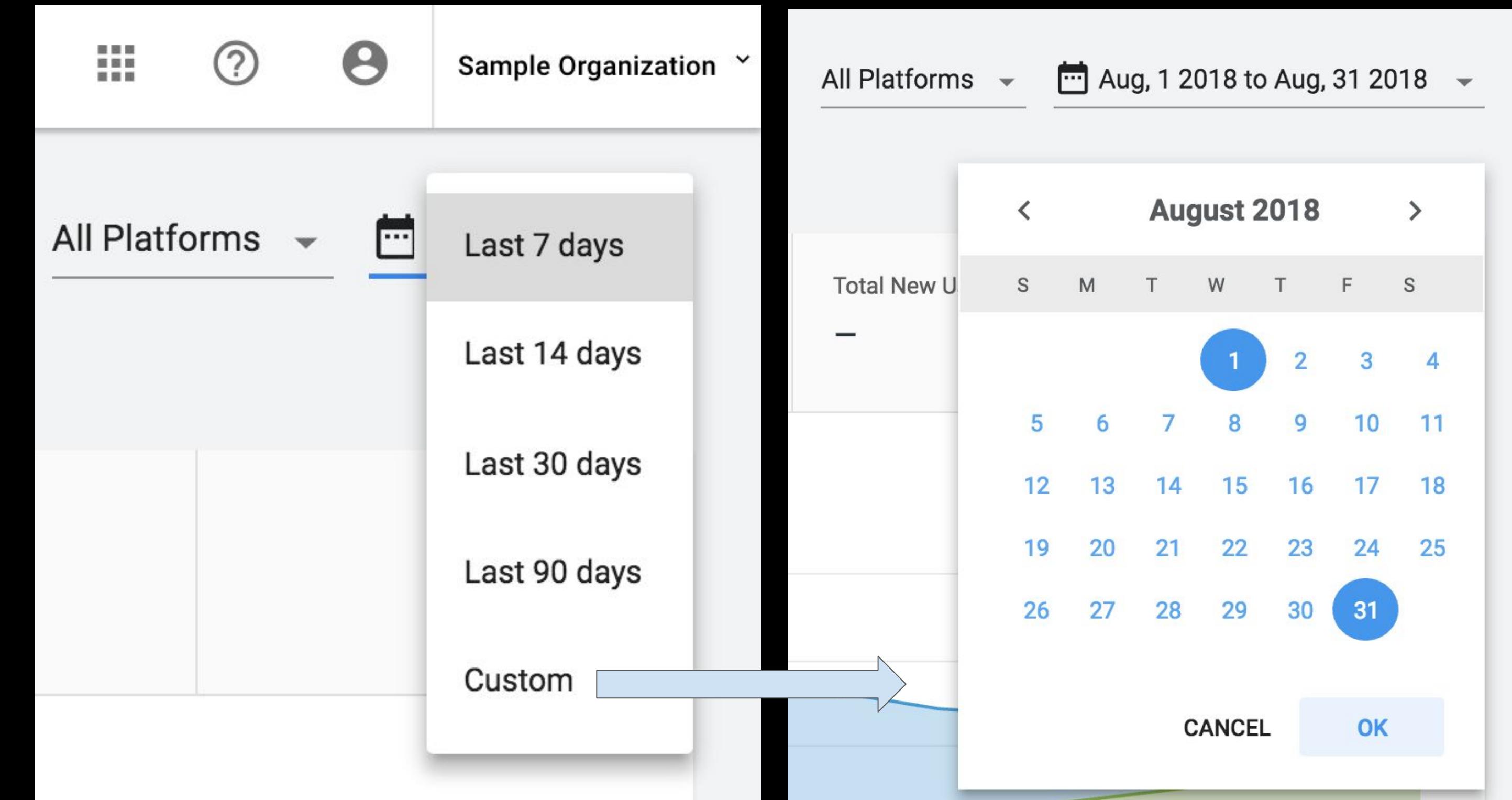


Organization收入报表Filter

平台维度



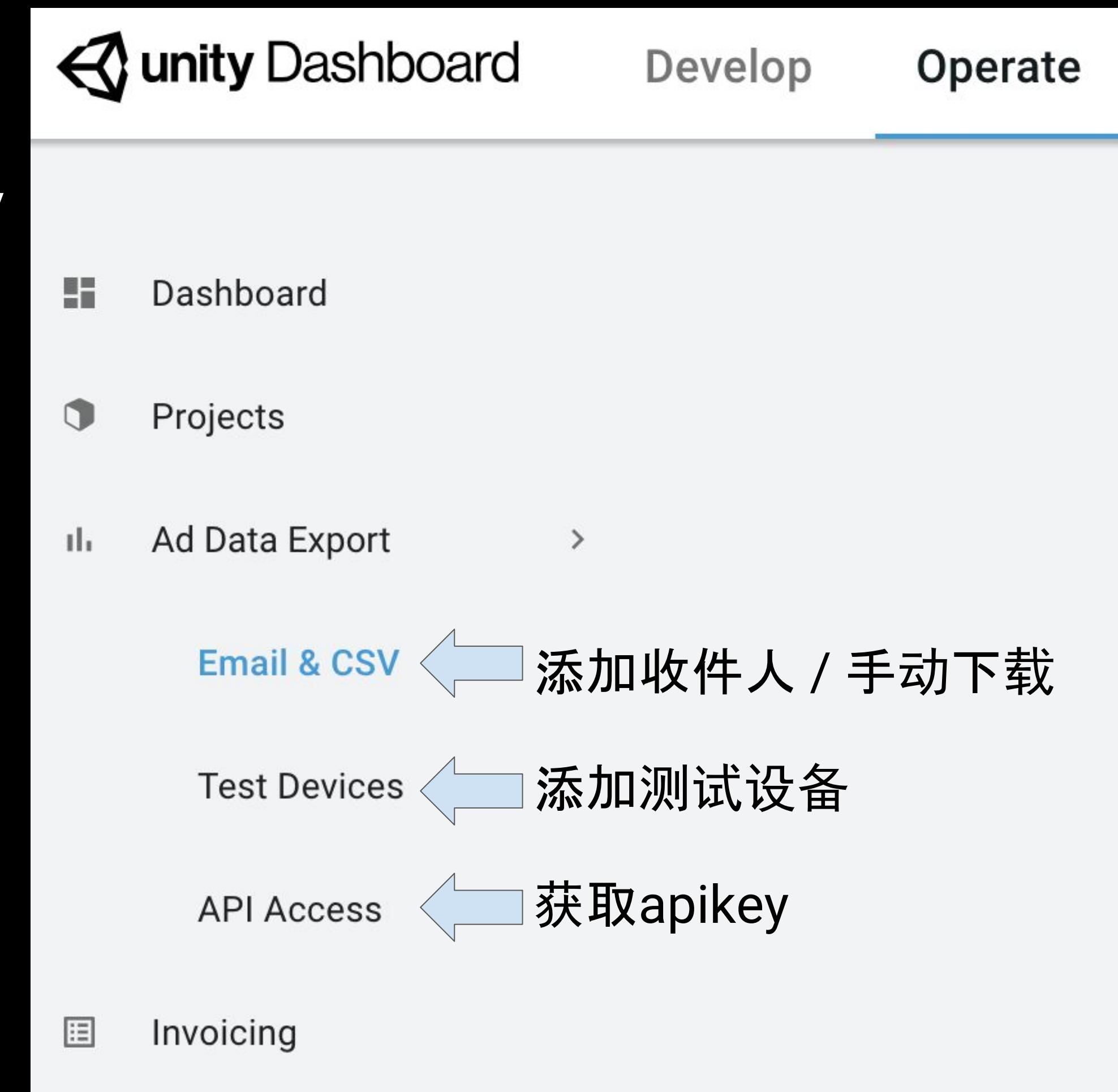
时间维度 (支持最近90天)



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)

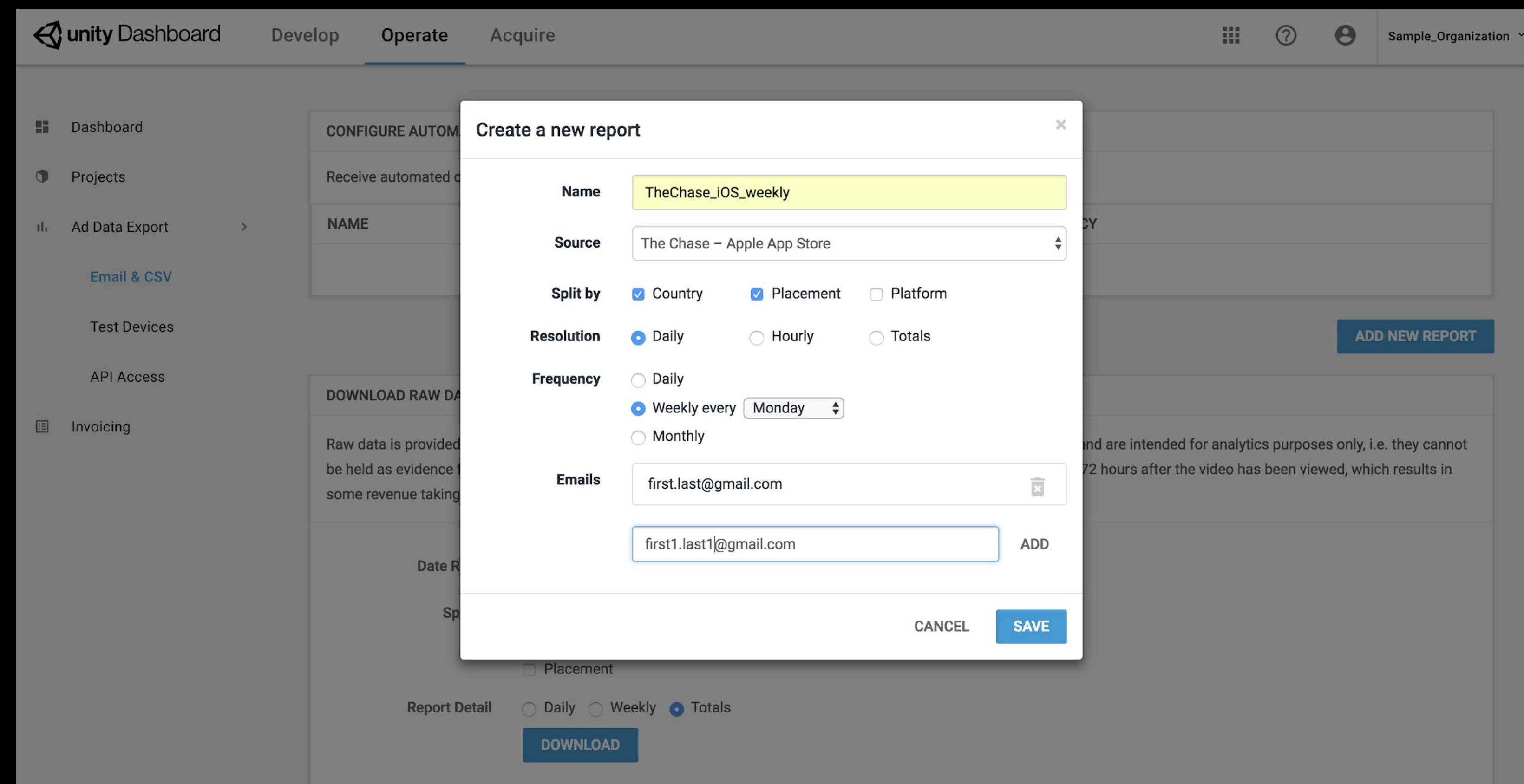


邮件自动发送

- 选中Email & CSV
- 选中ADD NEW REPORT

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.



手动下载

- 选中**Email & CSV**
- 选中**DOWNLOAD**

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.

DOWNLOAD RAW DATA IN CSV FORMAT

Raw data is provided "as is" without any warranties with regard to their accurateness. They may include inaccuracies and are intended for analytics purposes only, i.e. they cannot be held as evidence for any financial transactions. Please note that part of the revenue processing is done more than 72 hours after the video has been viewed, which results in some revenue taking more than four (4) days to appear on the report. All dates and times in these reports are in UTC.

Date Range 7 Sep 2018 ▾ to 9 Sep 2018 ▾

Split By Platform
 Country
 Placement

Report Detail Daily Weekly Totals

DOWNLOAD

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 Statistics API interface. On the left, a sidebar menu includes: Dashboard, Projects, Ad Data Export (with Email & CSV, Test Devices, and API Access selected), and Invoicing. The main content area has two sections: 'STATISTICS API' and 'AUTHENTICATION TOKEN'. The 'STATISTICS API' section contains a large redacted key, a 'GENERATE NEW KEY' button, and a smaller redacted key. A blue arrow points upwards from the text 'apikey' to the first redacted key. The 'AUTHENTICATION TOKEN' section contains a large redacted token and a smaller redacted token. Both sections have a copy icon (a clipboard with a right arrow) at the bottom right.

STATISTICS API

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.

GENERATE NEW KEY

AUTHENTICATION TOKEN

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
2018/9/7 0:00	1234567	Sample Project		US	5	10000	0	0	0	0
2018/9/7 0:00	1234567	Sample Project	rewardedVideo	US	5	0	0	318.9	0	11111
2018/9/7 0:00	1234567	Sample Project	video	US	5	0	0	70.45	0	55555
2018/9/8 0:00	1234567	Sample Project		US	5	10000	0	0	0	0
2018/9/8 0:00	1234567	Sample Project	rewardedVideo	US	5	0	0	397.42	0	11111
2018/9/8 0:00	1234567	Sample Project	video	US	5	0	0	102.74	0	55555
2018/9/9 0:00	1234567	Sample Project		US	5	10000	0	0	0	0
2018/9/9 0:00	1234567	Sample Project	rewardedVideo	US	5	0	0	250.43	0	55555
2018/9/9 0:00	1234567	Sample Project	video	US	5	0	0	119.88	0	44444

添加测试设备

- 选中Test Devices

CONFIGURE TEST DEVICES

Here you can specify a list of devices used in the organization for testing purposes. Each device is identified by its advertising ID. **All devices on the list will be getting test ads regardless of the test mode configured for specific platform.** User actions on these devices will have no effect on the organization earnings.

Alex's iPhone e.g. AEBE52E7-03EE-455A-B3C4-E57283966239

REGISTER DEVICE

No test devices are registered yet.

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 ID
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](#)

The screenshot shows the Unity dashboard interface. At the top, there are tabs: Develop, Operate (which is selected), Acquire, and other icons. On the left, there's a sidebar with links: Dashboard, Projects, Ad Data Export, and Invoicing (which is highlighted). A large callout box on the right contains the text: "Unity is now using automated payouts. To enable the automated process please create a payout profile for your organization in the Unity ID service." Below this, there's a button labeled "GO TO UNITY ID". A blue arrow points from the "Invoicing" link in the sidebar to the "GO TO UNITY ID" button. At the bottom, a message says "Your developer ID is 1234567".

Unity is now using automated payouts
To enable the automated process please create a payout profile for your organization in the Unity ID service.

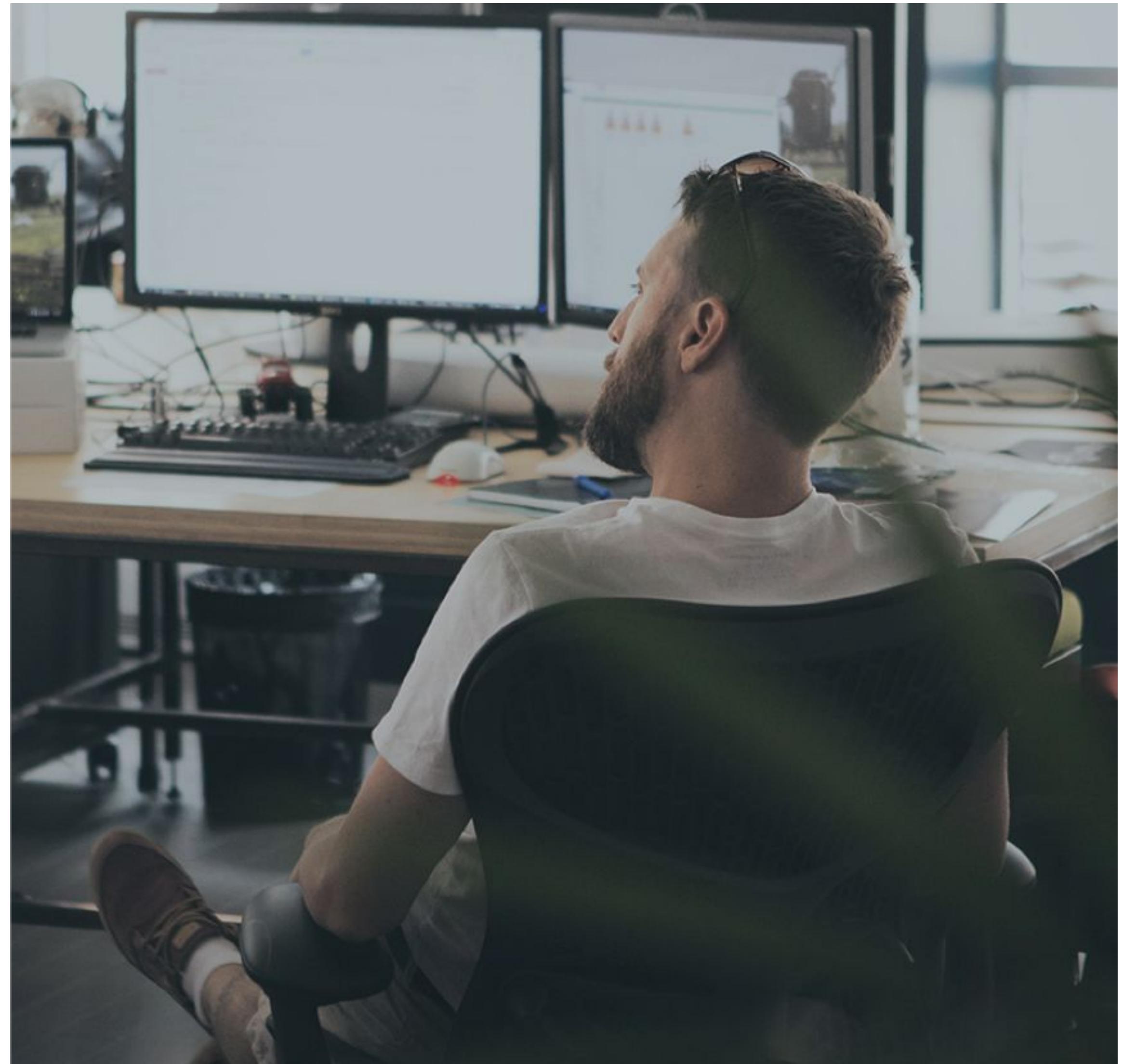
GO TO UNITY ID

跳转付款账户设置 → Learn more

Your developer ID is 1234567.

项目

- 创建Project
- Project广告数据
 - 广告数据操作
 - 广告数据下载
- 平台Platform
 - Game ID
 - 平台广告过滤
 - 平台广告设置
- 广告位Placement
 - Placement ID
 - 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.

unity Dashboard Develop Operate Acquire Sample Organization

NEW PROJECT

Project List
Metrics from Last 7 Days

	Total Revenue	Ad Revenue	New Users	DAU	ARPDAU
The Chase	\$12.9K +25.5%	12.9K +25.5%	-	-	-
Sample Project	\$4.6K -10.1%	4.6K -10.1%	-	-	-
Another Sample Project	\$2.7K +7.6%	2.7K +7.6%	-	-	-

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

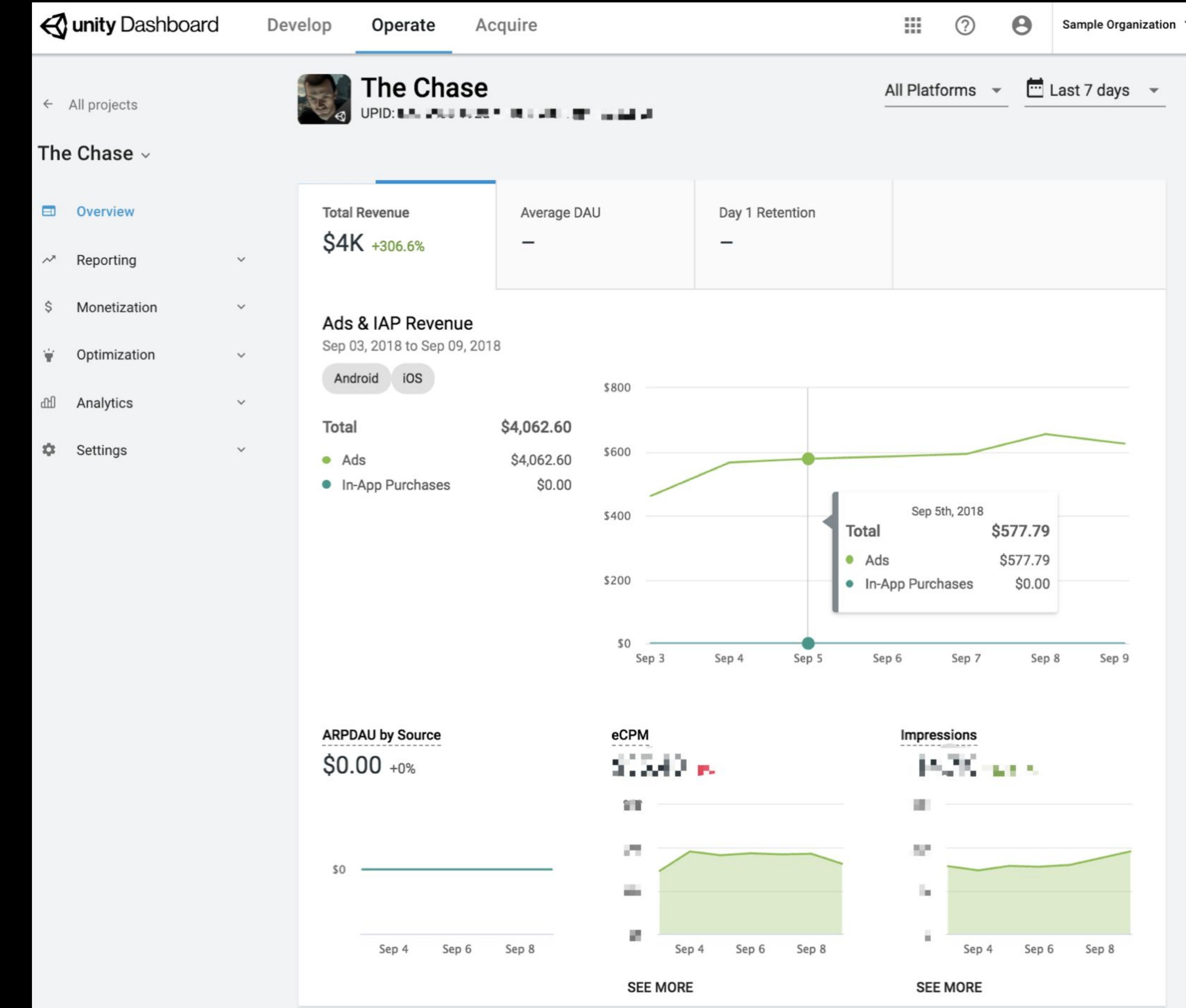
In accordance with the Children's Online Privacy Protection Act (COPPA), we require all products that use Unity Ads to identify whether or not they are directed at children under the age of 13 in the United States

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.

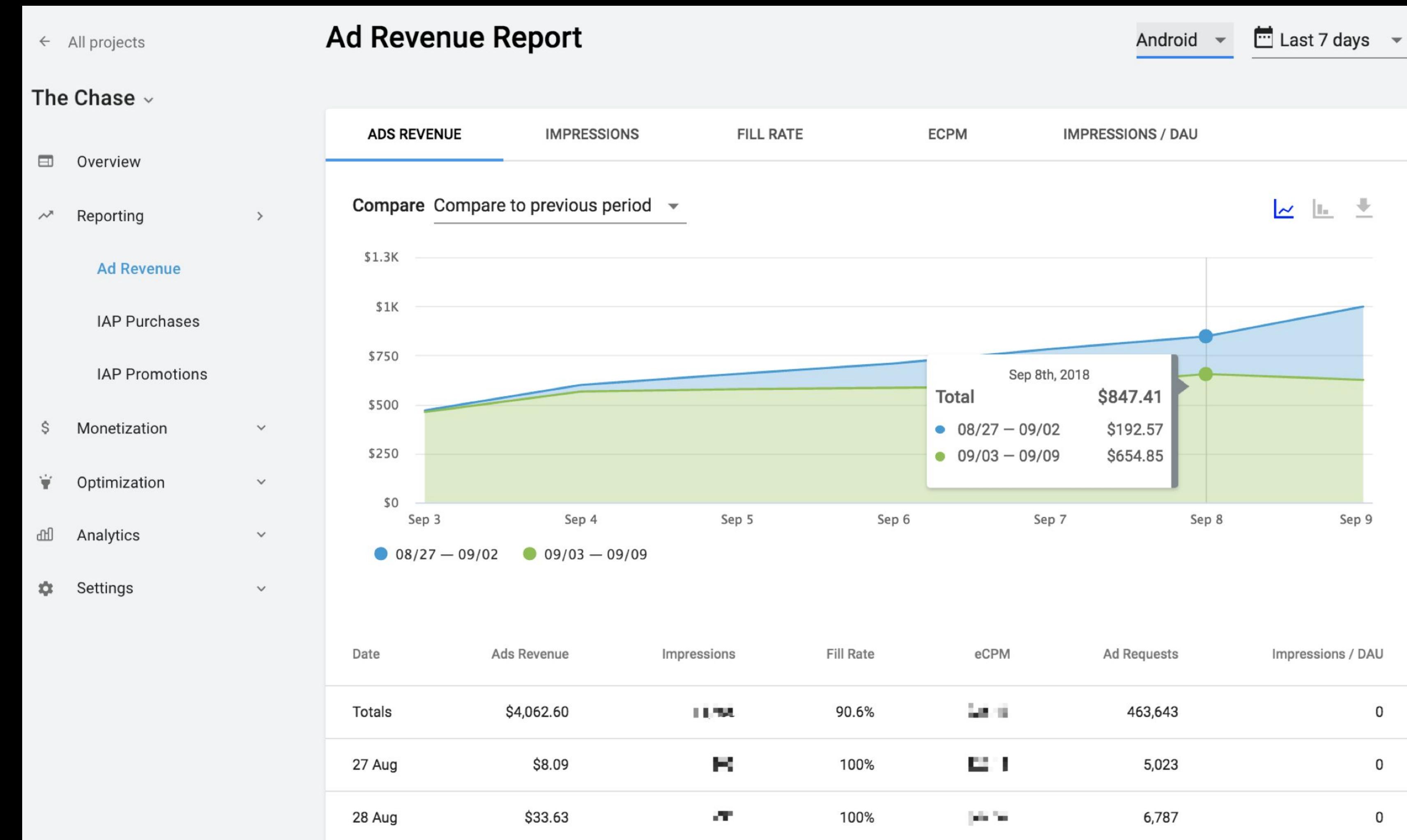


Project广告数据

- 选中**Reporting**
- 选中**Ad Revenue**

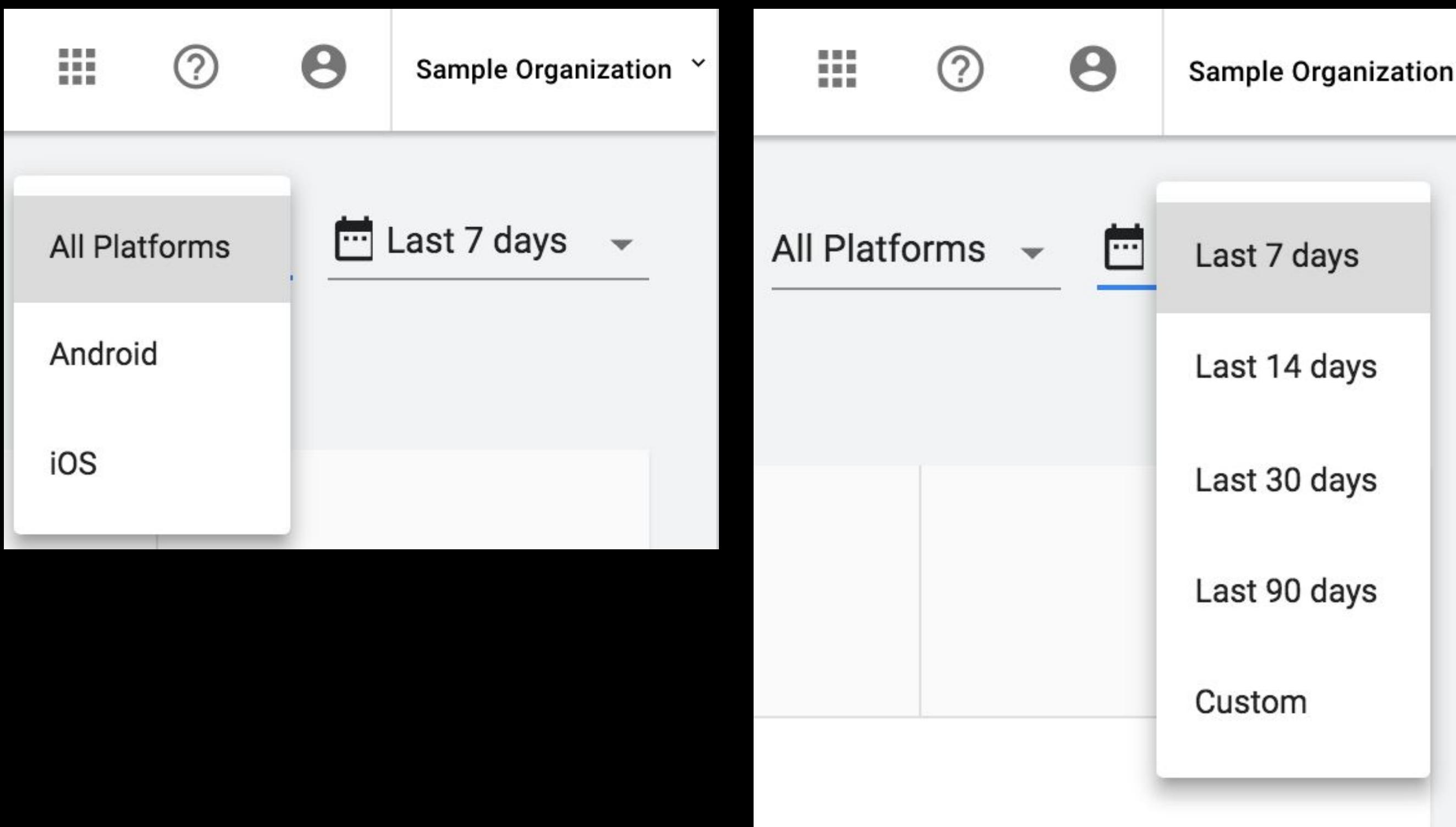
这里您可以查看当前项目Project的详细广告数据.

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

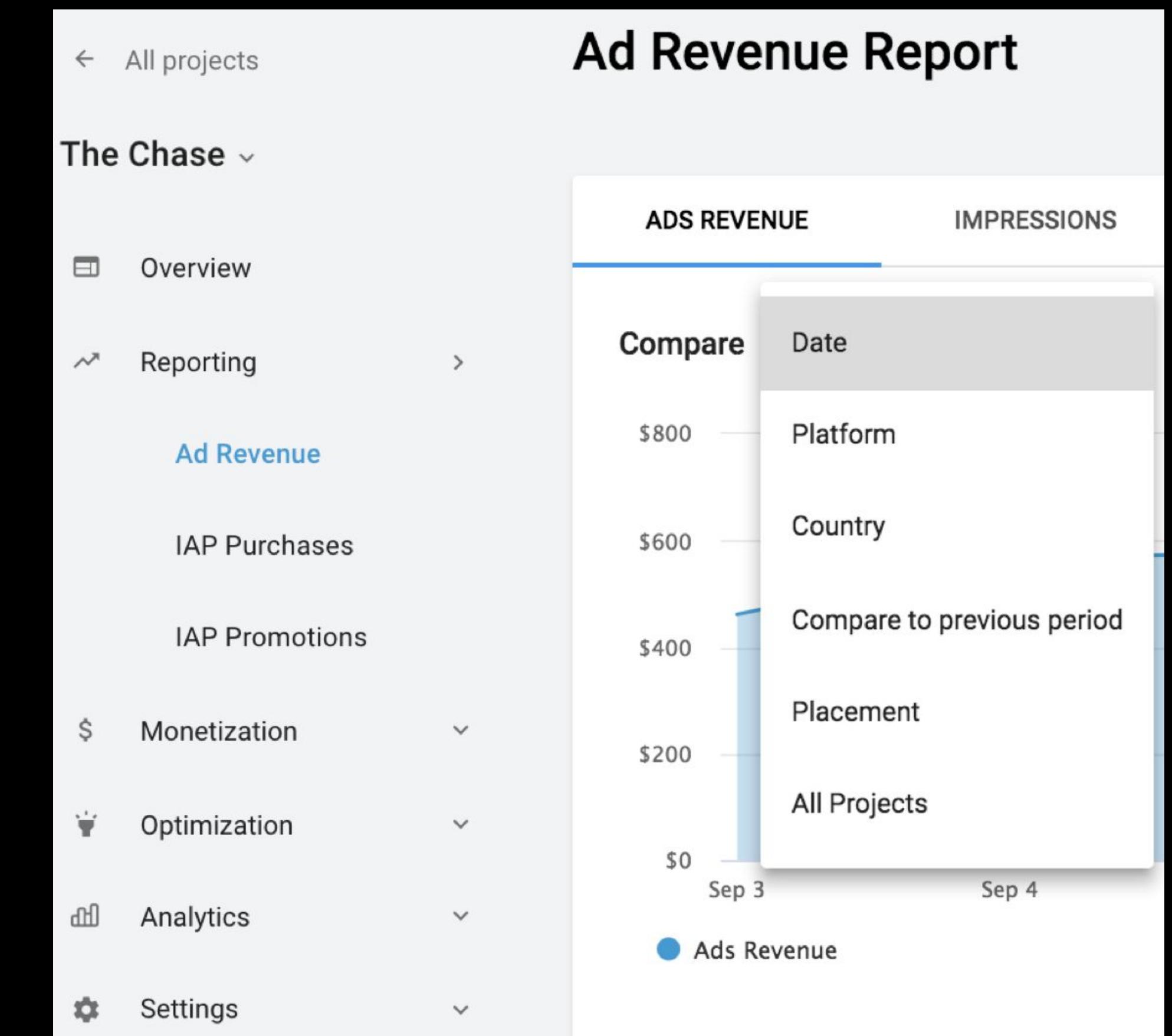


广告数据操作

按平台和时间(支持最近90天) 筛选



按不同维度做数据对比Compare



广告CSV数据下载

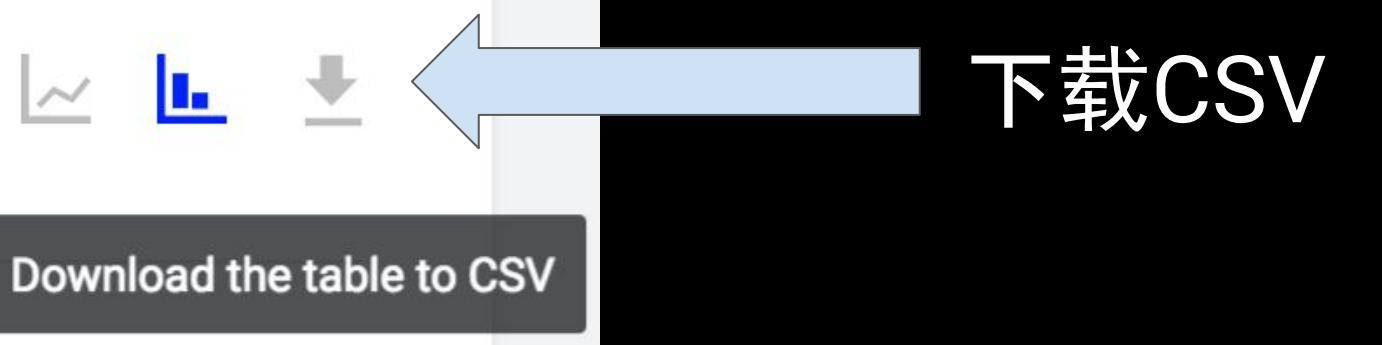
您也可以在Ad Revenue
界面通过点击  按钮
直接下载当前筛选的
CSV数据, 样例如右图.

Ad Revenue Report

All Platforms ▾ Last 7 days ▾

	ADS REVENUE	IMPRESSIONS	FILL RATE	eCPM	IMPRESSIONS / DAU
Compare Date					
\$800					
Download the table to CSV					

Download the table to CSV



Date	Ads Revenue	Impressions	Fill Rate	eCPM	Ad Requests	Impressions / DAU
Totals	\$4062.60	114766	90.60%	\$35.43	40626	0
3-Sep	\$461.36	15753	100%	\$29.20	5238	0
4-Sep	\$565.94	14700	79.50%	\$39.19	60056	0
5-Sep	\$577.79	15800	75.80%	\$36.57	60956	0
6-Sep	\$584.83	15672	85.20%	\$37.43	65716	0
7-Sep	\$592.83	16039	95.30%	\$37.46	60879	0
8-Sep	\$654.85	17799	98.70%	\$37.21	70479	0
9-Sep	\$625.01	19173	99.80%	\$37.01	75171	0

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**Monetization**
- 选中**Platforms**

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**STORE GAME ID**值可以修改商店信息;
- 点击其他值可以进入平台管理页面.

The screenshot shows the Unity Dashboard interface. The top navigation bar includes 'unity Dashboard', 'Develop', 'Operate' (which is selected), and 'Acquire'. It also features a user icon and the organization name 'Sample_Organization'. On the left, a sidebar menu lists 'All projects', 'The Chase' (selected), 'Overview', 'Reporting', 'Monetization' (selected), 'Placements', 'Platforms' (selected), 'Define In-App Purchases', 'Configure IAP Promotions', 'Optimization', 'Analytics', and 'Settings'. The main content area displays a table with game details:

PLATFORM	GAME ID	STORE GAME ID	STORE GAME NAME
Apple App Store	2769603	820347596	Unity Chase
Google Play Store	2769602	com.unity3d.TheChaseAndroid	The Chase

Below the table, there are links for 'Copyright © Unity Technologies', 'Legal', 'Privacy Policy', 'Cookies', and 'English'. A blue arrow points from the text 'Game ID' to the 'STORE GAME ID' value '820347596'. A second blue arrow points to the 'Apple App Store' platform row. A modal window titled 'Update Apple App Store details for The Chase' is open, prompting the user to 'Enter your application's Apple App Store ID:' with the value '820347596' entered. It also shows the current store game ID and name: 'Store game ID: 820347596' and 'Store game name: Unity Chase'. The modal has 'LOOK UP GAME', 'CANCEL', and 'CONFIRM' buttons.

平台广告过滤

- 选中**Monetization**
- 选中**Platforms**
- 选中一个商店平台
- 选中**AD FILTERING**

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 FILTERING' tab selected in the Apple App Store settings for the game 'The Chase'. It includes sections for 'EXCLUDE CATEGORIES', 'GAME CATEGORIES', and 'OTHER CATEGORIES', each with a list of checkboxes for filtering ads. On the right, there's a 'SETTINGS' section for excluding content based on age ratings.

EXCLUDE CATEGORIES

Exclude certain ad categories from showing up in your game.
Please note that blocking ads might negatively affect your revenue.

GAME CATEGORIES

Action	Adventure	Arcade
Board	Card	Casino
Educational	Family	Music
Puzzle	Racing	Role playing
Simulation	Sports	Strategy
Trivia	Word	

OTHER CATEGORIES

Health and Medicine	Health and Fitness Apps	Food
Alcoholic Beverages	Lottery and Gambling	Law, Gov't and Politics
News and Weather	Personal Finance	Dating and Social Media
Contests and Shopping	Religion and Spirituality	

EXCLUDE CONTENT

Exclude ads that might not be suitable for your target audience. Blocking applies only to ads for games and apps.

- Show all ads
- Do not show ads rated 17+
- Do not show ads rated 13+
- Do not show ads rated 9+
- Do not show ads rated 5+

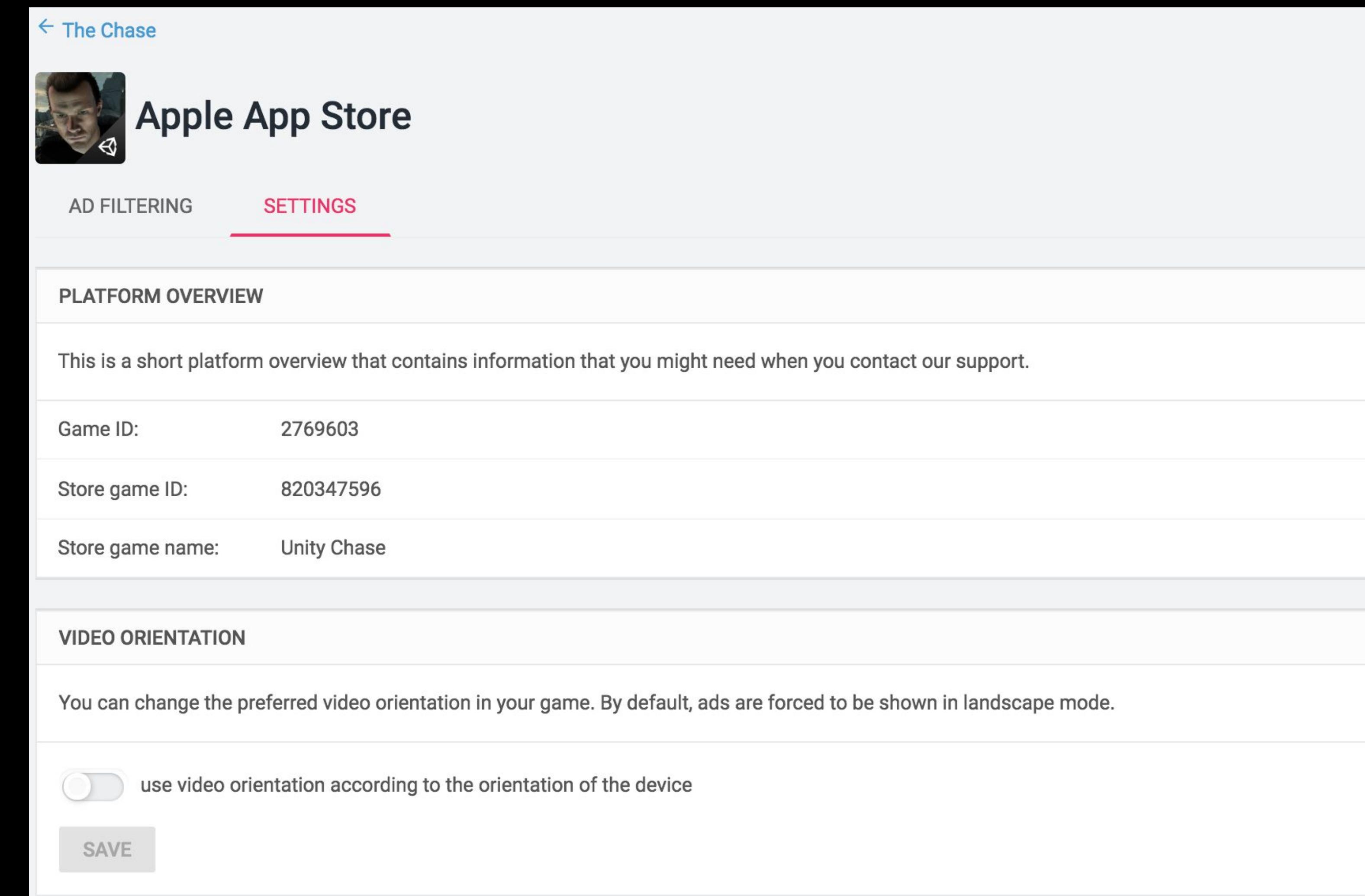
平台广告设置-广告转向

- 选中**Monetization**
- 选中**Platforms**
- 选中一个商店平台
- 选中**SETTINGS**

这里您可以查看游戏在当前平台的
GAME ID和商店信息.

选择是否启用广告方向根据设备方
向改变这一功能.

不启用时， 默认广告方向为触发广
告时的设备方向.



平台广告设置-测试模式, 广告开关

- 选中**Monetization**
- 选中**Platforms**
- 选中一个商店平台
- 选中**SETTINGS**

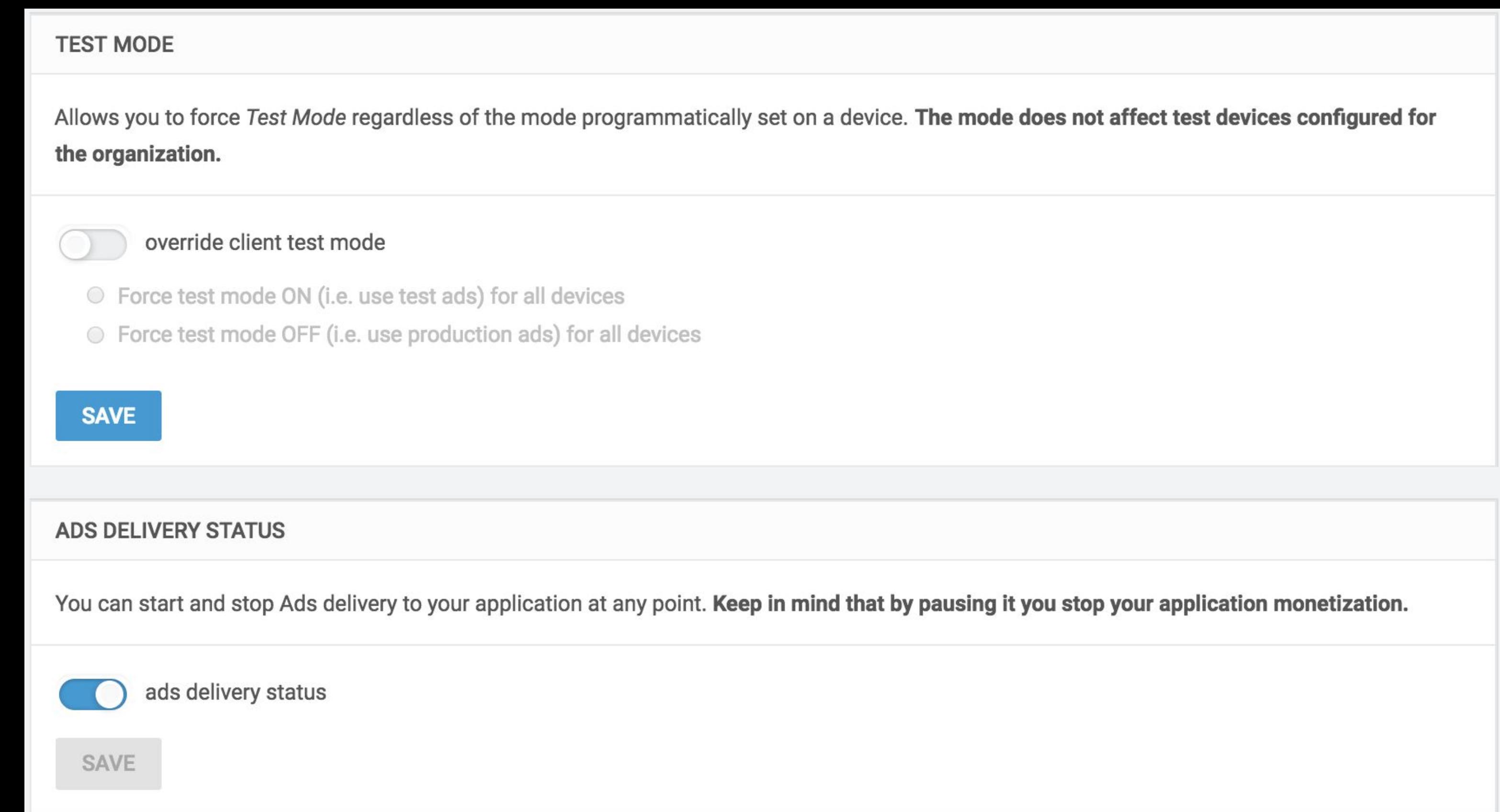
这里您可以设置当前平台强制全局开启/关闭
测试广告.

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

这里您可以选择当前平台关闭广告.

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**.

点击SET DEFAULT PLACEMENTS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.

The screenshot shows the Unity Ads interface with the 'Operate' tab selected. On the left, under the project 'The Chase', the 'Monetization' section is open, and the 'Placements' tab is selected. A list of placement IDs is displayed: 'video', 'rewardedVideo', 'resumegame', and 'banner'. A blue callout box points to the 'video' entry. A modal window titled 'Default placements' is overlaid on the screen. It contains a section for 'Default for iOS' where 'video' is selected, and another for 'Default for Android' where 'video' is also listed. At the bottom right of the modal are 'CANCEL' and 'SAVE' buttons. The number '29' is visible at the bottom center of the interface.

Develop Operate Acquire Sample_Organization

All projects Placements ADD PLACEMENT

The Chase

Overview Reporting Monetization

Placements

Platforms

video
rewardedVideo
resumegame
banner

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

SET DEFAULT PLACEMENTS

29

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

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).

按平台设置广告位

Platform specific settings

← resumegame

General Settings

Placement ID	resumegame
Status	Live
Placement name	resumeGame
Ad Types	Playable, Video
Muting	Audio not muted
Allow skip	No

← resumegame

General Settings

IOS ANDROID

Placement ID	resumegame
Status	Live
Placement name	resumeGame
Ad Types	Playable, Video
Muting	Audio not muted
Allow skip	After 5 seconds

Project信息概览

- 选中**Settings**
- 选中**Operate Settings**

这里您可以查看当前游戏项目的信息, COPPA状态和广告Game ID.

The screenshot shows the Unity Dashboard interface with the 'Operate' tab selected. On the left, there's a sidebar with project navigation and settings links. The main area is titled 'Operate Settings' and displays 'Project Info' and 'Game IDs' sections. The 'Project Info' section includes fields for Dashboard Project Name (The Chase), Project ID (59238938-9bd9-40bc-a17b-b6ea91cc6cde), and Age Designation (This game is NOT directed to children under the age of 13 in the United States). The 'Game IDs' section lists Apple App Store and Google Play Store IDs (2769603 and 2769602 respectively).

Dashboard Project Name	The Chase
Project ID	59238938-9bd9-40bc-a17b-b6ea91cc6cde
Age Designation	This game is NOT directed to children under the age of 13 in the United States

Platform	ID
Apple App Store	2769603
Google Play Store	2769602

附录

- 填写Store ID
- 切换后台显示语言
- 获得广告支持
- 资源链接



填写Store ID -iOS

iOS游戏的Store ID
是从iTunes store
URL中提取的，如右
图高亮部分：

The screenshot shows the App Store Preview page for the Unity Chase app. The URL in the browser bar is highlighted with a blue box, showing 'https://itunes.apple.com/us/app/unity-chase/id820347596?mt=8'. The page title is 'App Store Preview'. A message at the top states 'This app is only available on the App Store for iOS devices.' The app icon features a man's face with a Unity logo cube in the bottom right corner. The app 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 app details, there is a section titled 'Screenshots' with tabs for 'iPhone' and 'iPad'. Three screenshots are shown: one of a character in a futuristic setting, one of two characters standing next to a large vehicle, and one of a futuristic cityscape.



填写Store ID -Android

Android游戏的Store ID是从Google Play store URL中提取的，如右图高亮部分：



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

Google Play Search

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 524

3+

You don't have any devices.

Add to Wishlist Install

A screenshot of the Google Play Store website. The URL in the address bar is https://play.google.com/store/apps/details?id=com.unity3d.TheChaseAndroid, with the ID part highlighted in blue. The page displays the game 'The Chase' by Unity Technologies ApS, rated 3+, with 524 reviews. It shows a large image of a man's face and several smaller screenshots of the game's graphics. A sidebar on the left shows navigation links like 'My apps', 'Shop', 'Games', etc.

切换后台显示语言

您可以通过后台页面底部的语言下拉菜单切换显示语言，如右图。

提示：

后台改版后，本地化语言显示正在陆续更新，部分页面找不到切换按钮可能是因为尚未本地化，请您谅解。

游戏分类

- 动作游戏
- 冒险游戏
- 桌面游戏
- 卡牌游戏
- 教育游戏
- 家庭游戏
- 解谜游戏
- 竞赛游戏
- 模拟经营
- 体育游戏
- 问答游戏
- 单词游戏

其他分类

- 健康与医疗
- 健康与减肥应用
- 酒和饮料
- 乐透与赌博
- 新闻和天气
- 个人理财
- 奖励与购物
- 宗教与信仰

保存

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联系广告支持

您可以点击后台页面底部的
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 Unity Ads Support

Organization Sample_Organization

Category Select category

- SDK or integration issue
- Admin panel issue
- I can't get any ads
- Reward item issue
- Revenue issue
- I found a bug
- Generic enquiry
- Advertising
- Other

Subject

Description

Attachments Choose Files No file chosen

Hold Control key (ctrl) to select multiple files.
Hold Command key (⌘) to select multiple files.

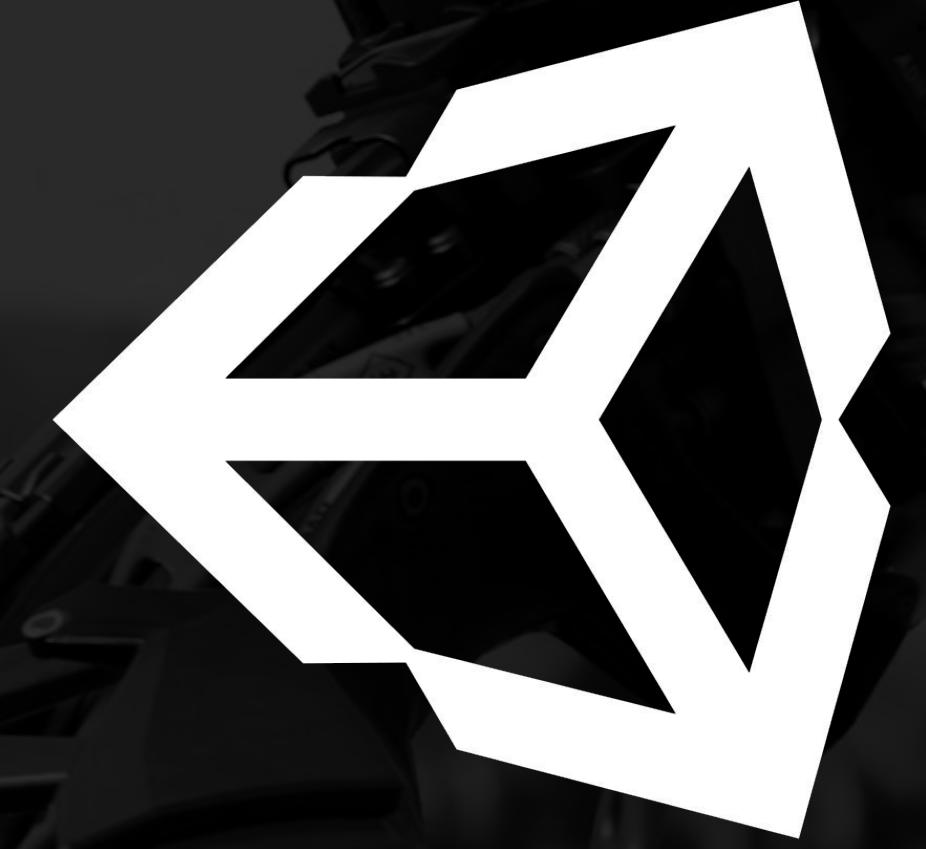
I'm not a robot

reCAPTCHA
Privacy - Terms

CLOSE SEND TICKET

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