

# unity Ads 2.x

# 基本操作与集成手册

2018.8



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# Unity后台操作

- Unity ID
- Operate后台
  - Game ID
  - Placement ID
  - 广告位设置
  - 自动发送收入报表



# Unity ID

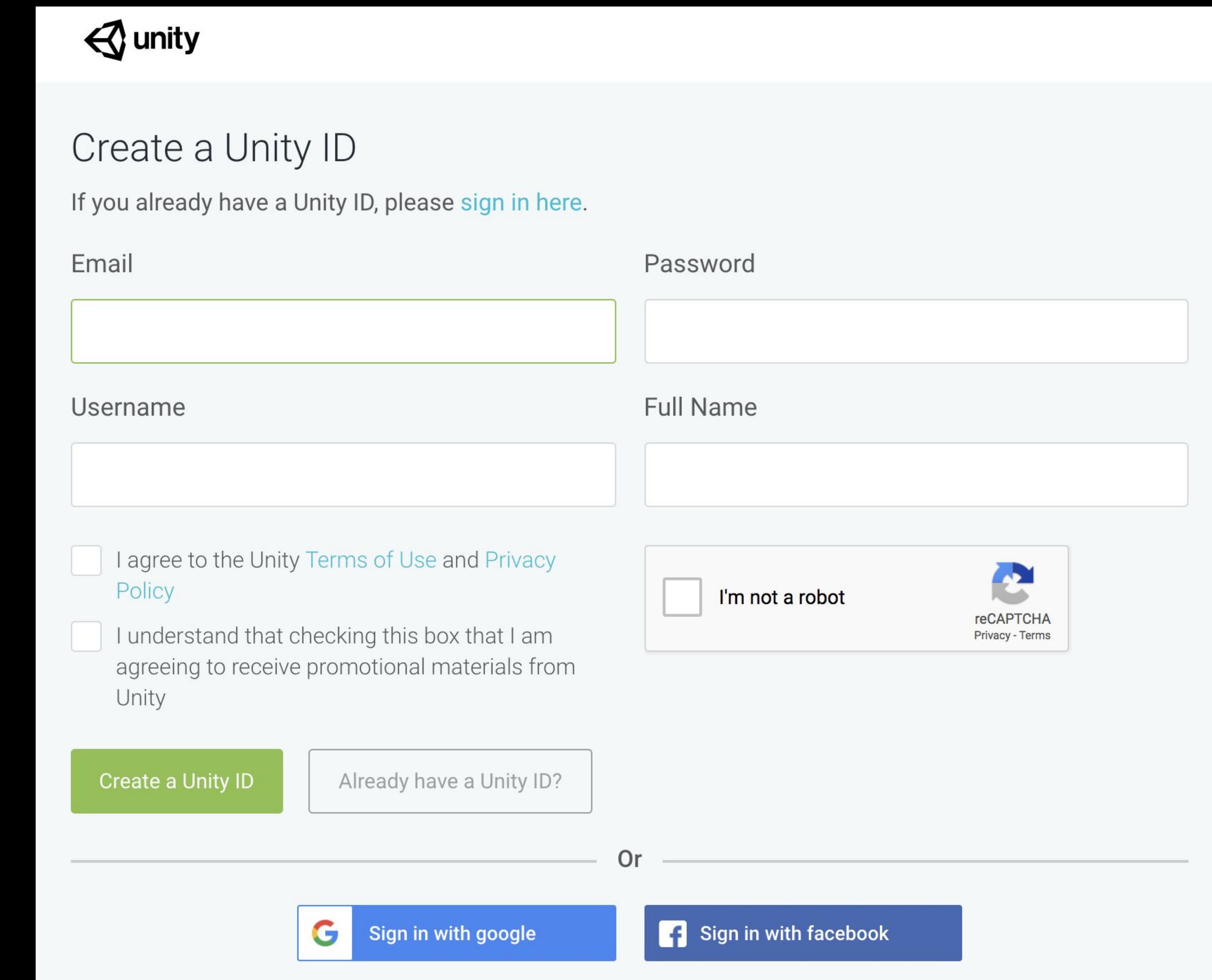
Unity ID是您使用所有Unity服务的身份识别ID.

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 Unity ID creation interface. At the top, it says "Create a Unity ID" and provides a link to "sign in here". Below are fields for "Email" and "Password". Further down are fields for "Username" and "Full Name". There are two checkboxes: one for agreeing to the Terms of Use and Privacy Policy, and another for understanding promotional material. A reCAPTCHA box is also present. At the bottom, there are buttons for "Create a Unity ID" and "Already have a Unity ID?", along with 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

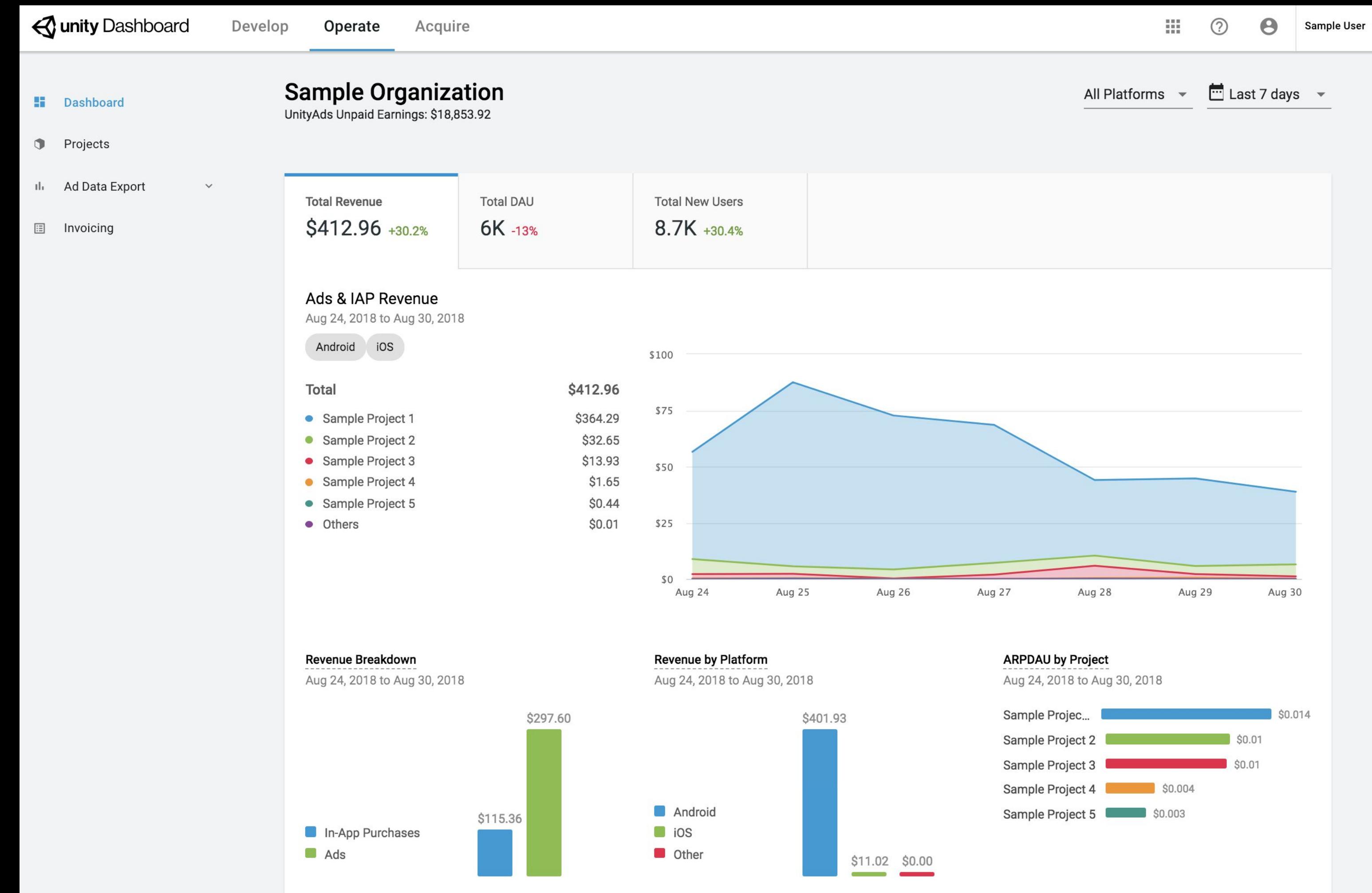
 [Sign in with google](#)

 [Sign in with facebook](#)

# Operate后台

您可以在Operate后台进行广告位管理，同时我们也为您提供丰富的收入分析报表.

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



# 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.

# 创建Project

- 首先为您的游戏新建一个项目 NEW PROJECT.
- 参考说明根据游戏实际情况填写Store ID和COPPA

提示：

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。



unity Dashboard   Develop   Operate   Acquire   ?   Sample User

Project List

NEW PROJECT

Revenue   New Users

297.5   8.7K  
+37.5%   +30.4%

259.1   7.8K  
+50%   +41.2%

28.3   272  
-17.8%   -31%

7.97   462  
+25.2%   +18.5%

1.64   158  
-1.9%   -56.8%

0.43   6

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

CANCEL   ADD PROJECT

# 获取Game ID

在后台左侧导航栏

- 选中Project.
- 选中Monetization
- 选中Platforms

即可见Unity自动为该游戏生成的Game ID (7位数字格式).

The screenshot shows the Unity Dashboard interface. The top navigation bar includes 'unity Dashboard', 'Develop', 'Operate' (which is underlined), and 'Acquire'. On the far right are icons for settings, help, user profile, and organization ('Sample\_Organization'). Below the navigation is a sidebar with 'All projects' and a dropdown for 'The Chase'. Under 'The Chase', there are sections for 'Overview', 'Reporting', 'Monetization' (which is expanded to show 'Define In-App Purchases' and 'Configure IAP Promotions'), 'Optimization', 'Analytics', and 'Settings'. To the right of the sidebar is a table titled 'PLATFORM' with columns 'GAME ID', 'STORE GAME ID', and 'STORE GAME NAME'. It lists two entries: 'Apple App Store' with Game ID 2769603, Store Game ID 820347596, and Store Game Name 'Unity Chase'; and 'Google Play Store' with Game ID 2769602, Store Game ID com.unity3d.TheChaseAndroid, and Store Game Name 'The Chase'. At the bottom of the dashboard are links for 'Copyright © Unity Technologies', 'Legal', 'Privacy Policy', 'Cookies', and language selection ('English'). A 'CONTACT SUPPORT' button is also present.

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

# Placement ID

在您创建Project时, Unity也会自动为您生成2个广告位Placement ID, 您也可以手动添加更多.

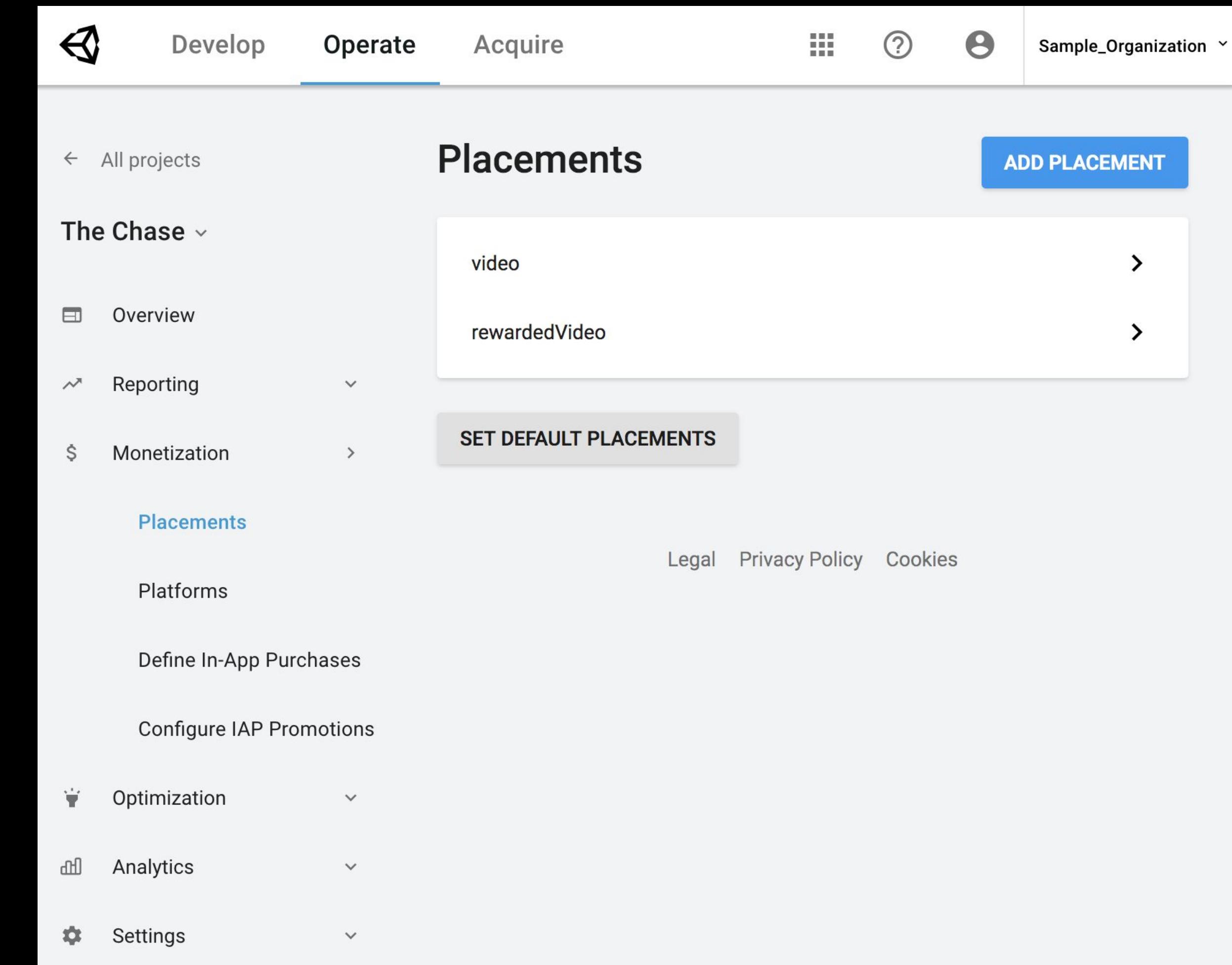
一般开发者可能需要使用不同设置的Placement ID来达到不同的广告效果, 这种情况就需要广告运营人员将Placement ID告诉开发人员.

# 获取Placement ID

在后台左侧导航栏

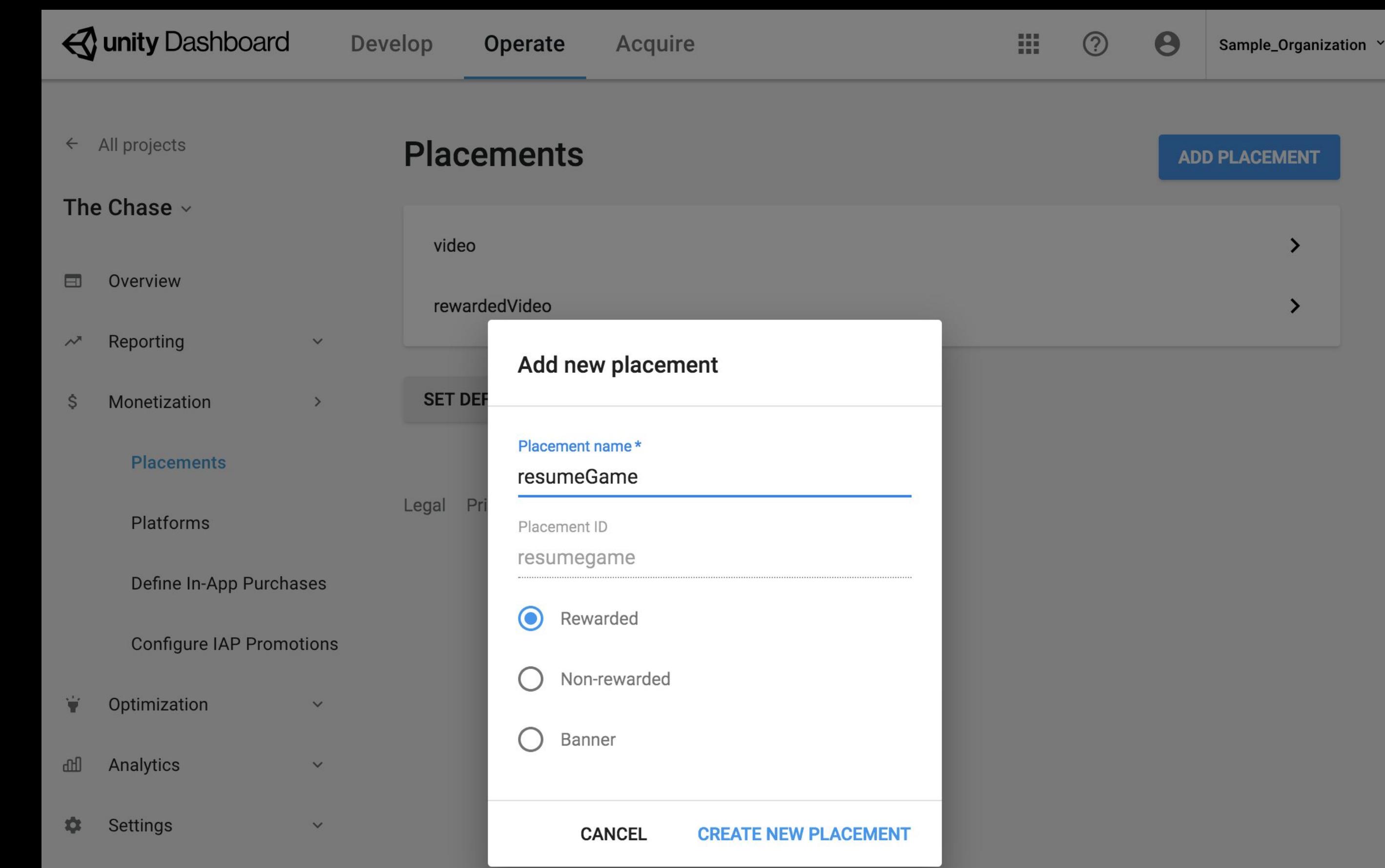
- 选中Project.
- 选中Monetization
- 选中Placements

即可见当前游戏的广告位  
Placement ID.



# 添加Placement

Unity默认会自动为每个游戏生成2个Placement, 您可以通过**ADD PLACEMENT**添加更多.



# 广告位设置

您可以选中广告位Placement后，在设置页面修改其广告行为，如右图。

## 提示：

无论是否允许跳过广告，开发人员都能够在视频完整观看完成后给予玩家奖励。不过根据行业惯例，一般建议激励视频设置为不可跳过。

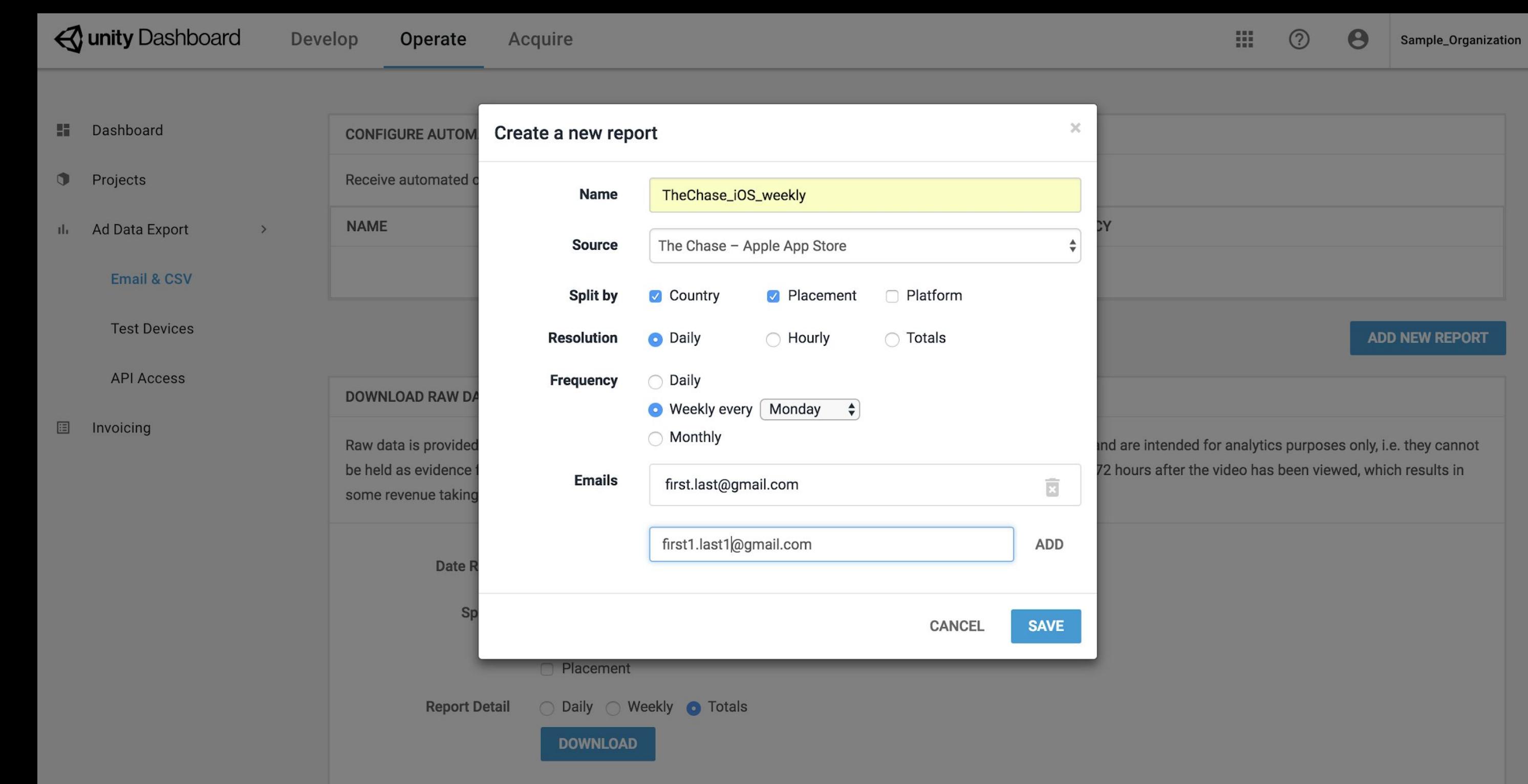
The screenshot shows the Unity Dashboard interface under the 'Operate' tab. On the left, there's a sidebar with project navigation and various settings like Overview, Reporting, Monetization, Placements (which is selected), Platforms, Define In-App Purchases, Configure IAP Promotions, Optimization, Analytics, and Settings. The main content area is titled 'video' and shows 'General Settings' for a placement named 'Video'. It includes fields for Placement ID (video), Status (Live), and Ad Types (Video, Playable). There are also options for Muting and Allow skip. Below this is an 'Advanced Settings' section with an Auction type set to CPM. At the bottom, there are links for Legal, Privacy Policy, and Cookies.

# 自动发送收入报表

- 选中**Operate**.
- 选中**Ad Data Export**
- 选中**Email & CSV**
- 选中**ADD NEW REPORT**

## 提示：

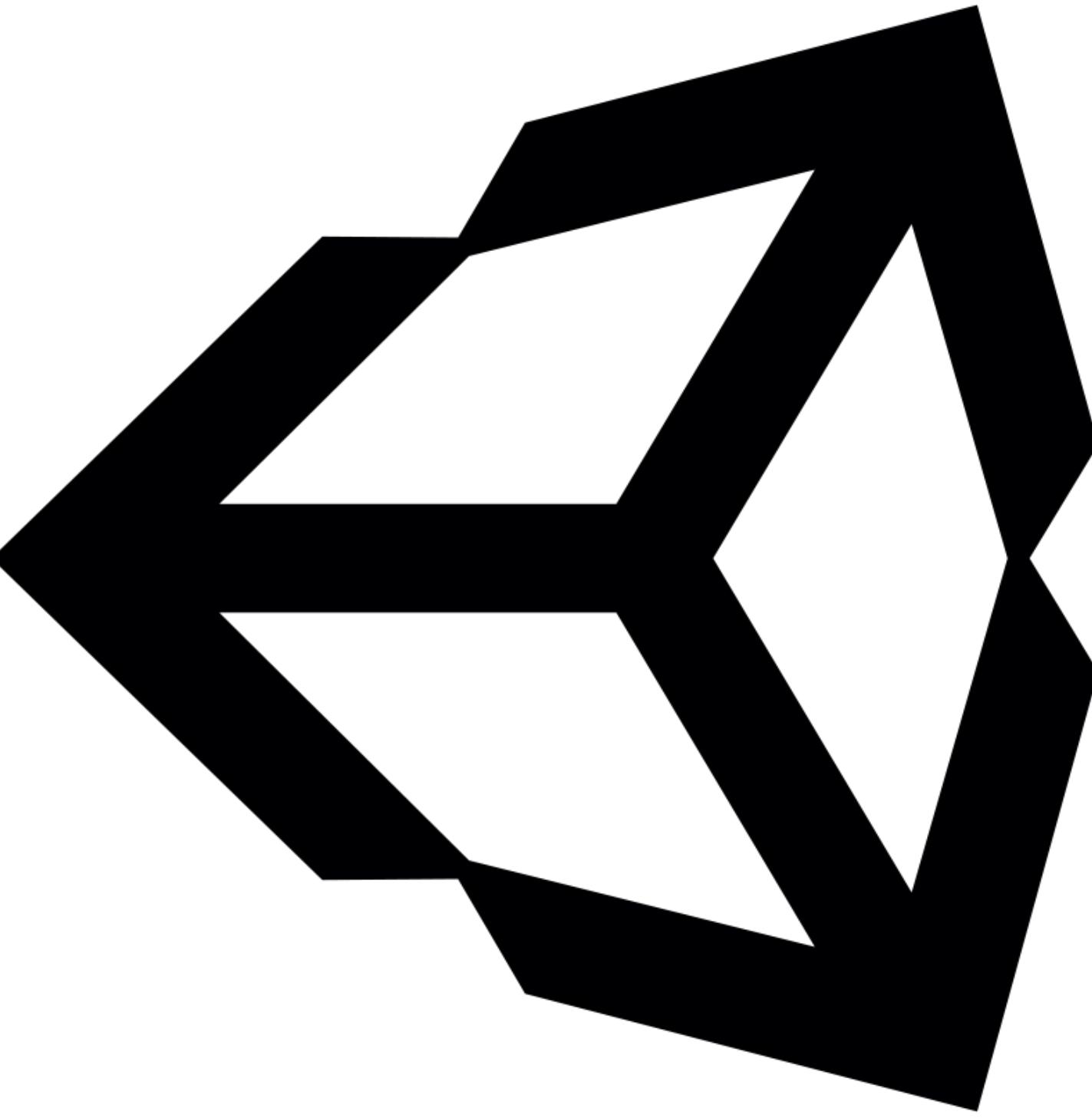
- 支持添加多个报告收件人.
- 如果分割的维度Split by较多(尤其同时包含国家与其他维度时), 报告可能会很大, 或者服务器可能因分析超时而导致报告无法正常发送.



# 广告代码集成

Unity支持4种集成方式：

- Services Window
- Asset Store Package
- iOS SDK
- Android SDK



# Services Window

使用Unity开发游戏且Unity版本不低于5.5的开发者，可以在Unity Editor的Services面板一键开启广告Ads服务。

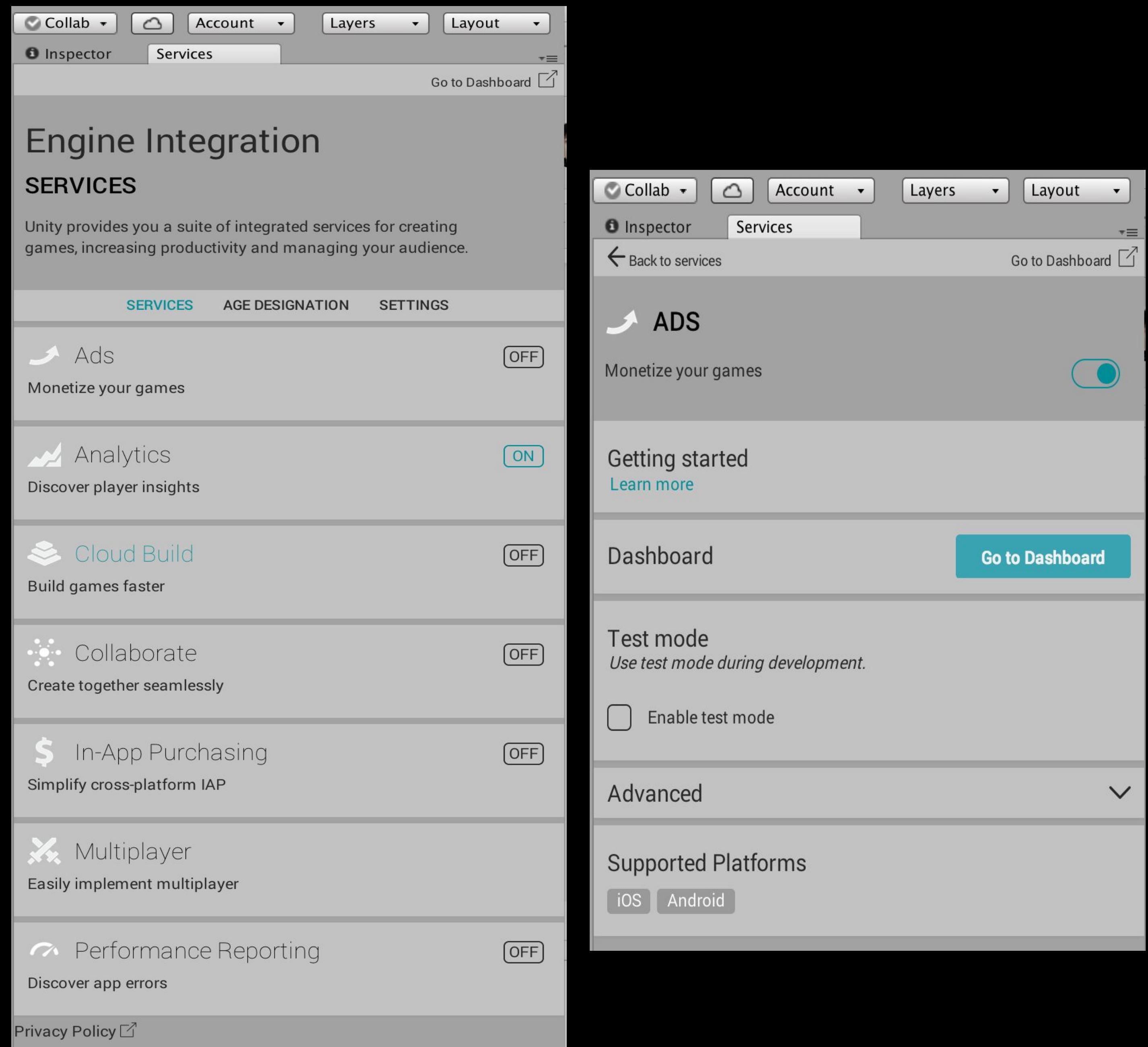
# 启用Ads服务

\*要求Unity版本不低于5.5

首先到Unity Editor>File>Build Settings,  
将Platform切换至iOS或Android.(目前广  
告服务只支持这2个平台)

然后通过点击Editor面板上的  Unity  
服务图标开启广告Ads服务.

开发者可以选择新建一个项目开启广告服务，或链接已有的项目.



# 广告展示、回调

1. 在展示广告 **Show** 之前，需要先用 **IsReady** 判断广告是否已加载完成。
2. 为了给与玩家奖励，要在展示广告**Show**的同时传入处理观看事件的回调**resultCallBack**(绑在**ShowOptions**上)。
3. 在处理回调时，一般判断当玩家观看广告完成时给予奖励。

## 提示：

即使可跳过的广告，如果玩家看完广告的时候，也会触发观看完成的回调。

```
using UnityEngine;
using UnityEngine.Advertisements;

public class Ads : MonoBehaviour {

    private string gameId = "2774451";
    public string placementId = "video";

    public void ShowVideo()
    {
        if (Advertisement.isInitialized && Advertisement.IsReady(placementId))
        {
            ShowOptions options = new ShowOptions();
            options.resultCallback = HandleShowResult;
            Advertisement.Show(placementId, options);
        }
    }

    void HandleShowResult(ShowResult result)
    {
        if (result == ShowResult.Finished)
        {
            Debug.Log("Video completed - Offer a reward to the player");
        }
        else if (result == ShowResult.Skipped)
        {
            Debug.LogWarning("Video was skipped - Do NOT reward the player");
        }
        else if (result == ShowResultFailed)
        {
            Debug.LogError("Video failed to show");
        }
    }
}
```

绑定广告观看回调

# Asset Store Package

使用Unity开发游戏且Unity版本不低于4.6的开发者，可以在Unity AssetStore  
官方账号下载最新的UnityAds资源包：

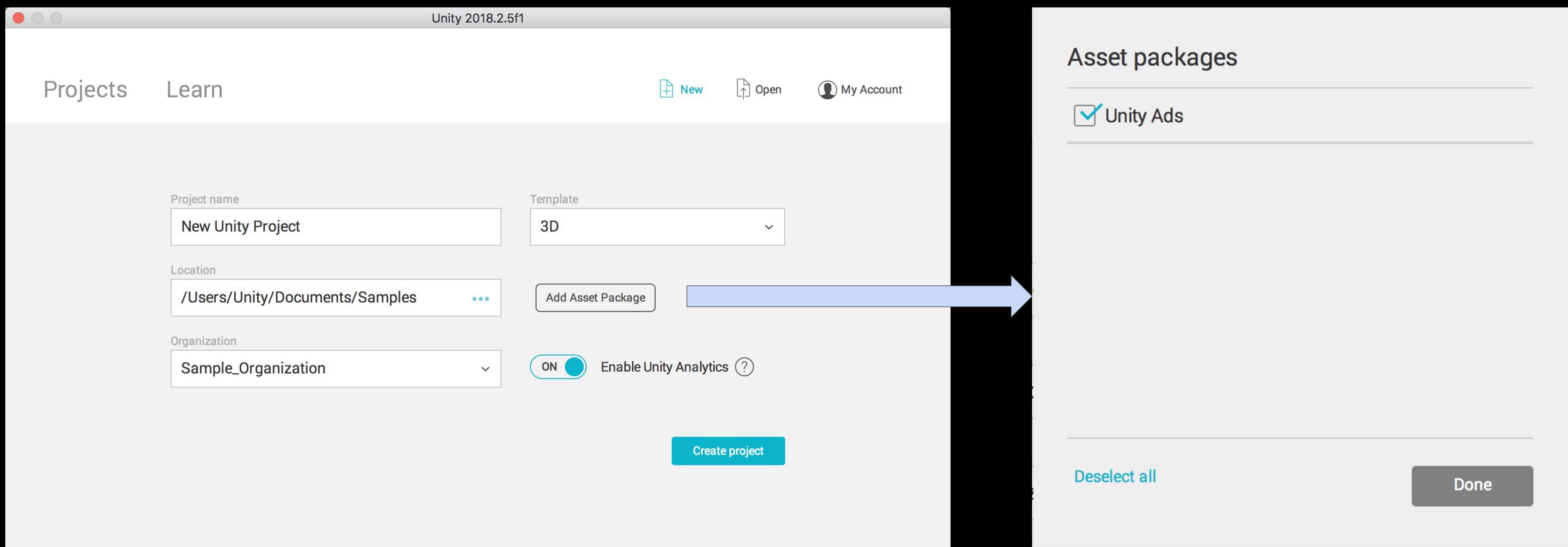
<https://assetstore.unity.com/packages/add-ons/services/unity-ads-66123>

# 导入广告资源包

\*要求Unity版本不低于4.6

**提示：**

导入后需要到Unity Editor>File>Build Settings, 将Platform切换至iOS或Android.(目前广告服务只支持这2个平台)



# 使用广告资源包

集成代码与Services Window唯一不同处，是需要开发者手动调用广告初始化语句。

```
using UnityEngine;
using UnityEngine.Advertisements;

public class Ads : MonoBehaviour {

    private string gameId = "1234567";
    public string placementId = "video";

    void Start () {
        Advertisement.Initialize(gameId, true);
    }

    public void ShowVideo()
    {
        if (Advertisement.isInitialized && Advertisement.IsReady(placementId))
        {
            ShowOptions options = new ShowOptions();
            options.resultCallback = HandleShowResult;

            Advertisement.Show(placementId, options);
        }
    }

    void HandleShowResult>ShowResult result)
    {
        if (result == ShowResult.Finished)
        {
            Debug.Log("Video completed - Offer a reward to the player");
        }
        else if (result == ShowResult.Skipped)
        {
            Debug.LogWarning("Video was skipped - Do NOT reward the player");
        }
        else if (result == ShowResultFailed)
        {
            Debug.LogError("Video failed to show");
        }
    }
}
```

手动初始化广告

# iOS SDK

在iOS(Xcode)项目环境下的开发者，可以在Unity官方GitHub账号下载最新的iOS SDK (UnityAds.framework)，使用Objective-C或Swift进行广告集成：

<https://github.com/Unity-Technologies/unity-ads-ios/releases>

此处仅讲解Obj-C方法，Swift代码请参考[在线文档](#).

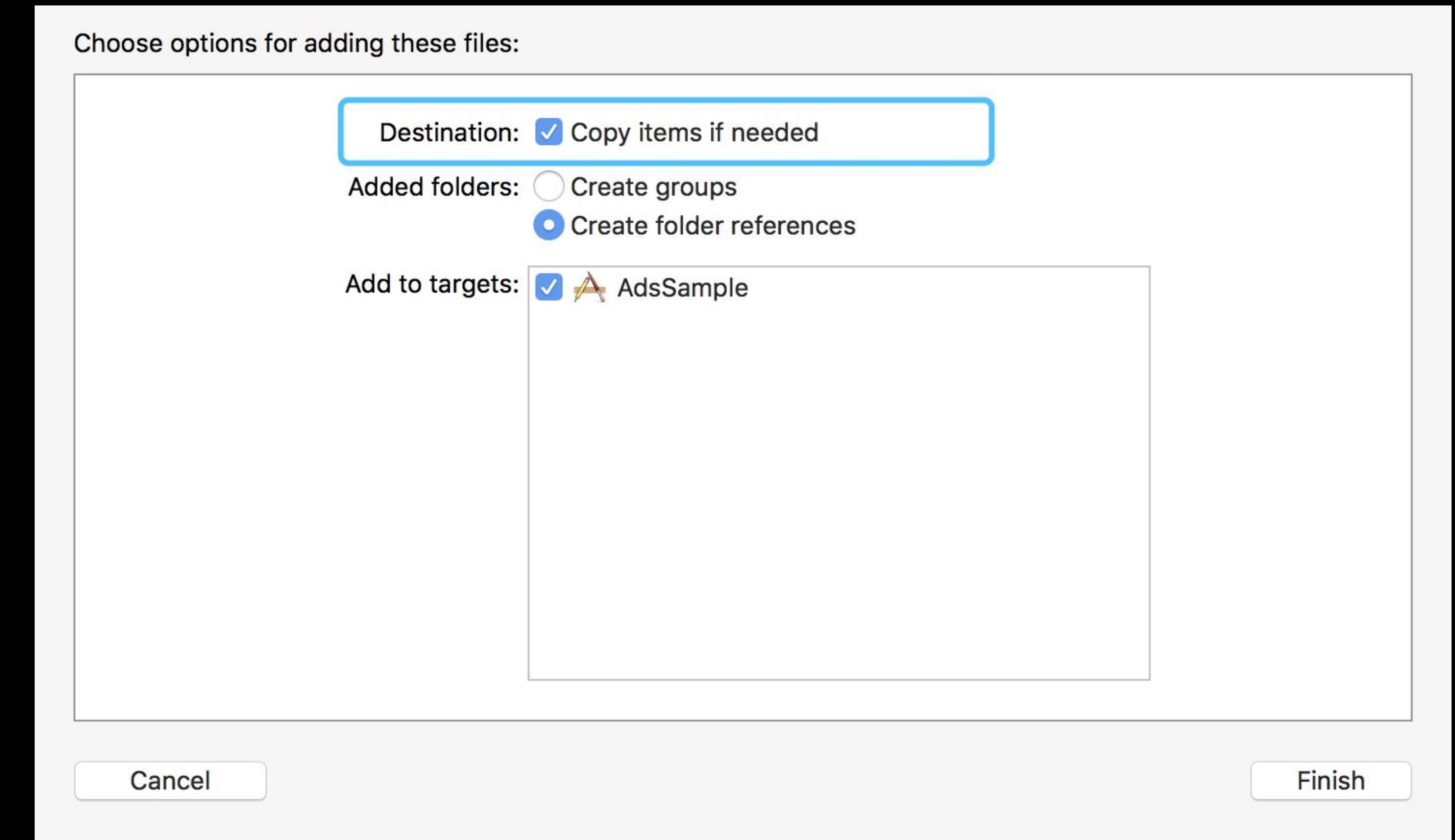
# 导入广告SDK

首先拖拽UnityAds.framework到游戏项目，选择Copy.

然后在ViewController.h里import UnityAds库.

提示：

如果没用到delegate方法可以不用conform <UnityAdsDelegate>



```
// ViewController.h

#import <UIKit/UIKit.h>
#import "UnityAds/UnityAds.h"

@interface ViewController : UIViewController<UnityAdsDelegate>
```



# 广告初始化

使用Game ID初始化广告

调试选项：

setDebugMode查看Log

testMode使用测试广告

The screenshot shows the Unity Ads Manager interface. At the top, there are tabs for 'Operate' and 'Acquire', with 'Operate' being the active tab. To the right are icons for settings, help, and user profile, along with the text 'Sample\_Organization'. The main area displays a table with four columns: 'PLATFORM', 'GAME ID', 'STORE GAME ID', and 'STORE GAME NAME'. For the Apple App Store row, the 'GAME ID' column (containing '2769603') is highlighted with a blue border. For the Google Play Store row, the 'GAME ID' column (containing '2769602') is also highlighted with a blue border. The 'STORE GAME ID' and 'STORE GAME NAME' columns show the corresponding values for each platform.

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

```
- (void)viewDidLoad {
    [super viewDidLoad];
    // Do any additional setup after loading the view, typically from a nib.

    [UnityAds setDebugMode:true];
    [UnityAds initialize:@"2769603" delegate:self testMode:false];
}
```

# 广告展示

使用Placement ID展示广告

提示：

- 展示广告 `show` 之前，需要先用 `isReady` 判断广告是否已加载完成。
- 如果广告始终无法ready，可以使用 `getPlacementState` 来检查广告位的状态。
- 在上线后，仍然可以在dashboard调整广告位是否允许跳过等设置。

Operate Acquire Sample\_Organization ▾

## Placements

ADD PLACEMENT

video >

rewardedVideo >

SET DEFAULT PLACEMENTS

```
- (IBAction)showAd:(UIButton *)sender {
    if ([UnityAds isReady:@"rewardedVideo"]) {
        [UnityAds show:self placementId:@"rewardedVideo"];
    }
    else {
        // 使用 getPlacementState 检查广告状态
    }
}
```

# 广告回调

通过实现<UnityAdsDelegate>的方法，可以指定系统的广告回调函数：

提示：

- 一般判断当玩家观看广告完成**completed**时给予奖励。
- 即使可跳过的广告，如果玩家看完广告的时候，也会触发观看完成的回调。

```
- (void)unityAdsReady:(NSString *)placementId{
    NSLog(@"UADS Ready");
}

- (void)unityAdsDidError:(UnityAdsError)error withMessage:(NSString *)message{
    NSLog(@"UnityAds ERROR: %ld - %@",(long)error, message);
}

- (void)unityAdsDidStart:(NSString *)placementId{
    NSLog(@"UADS Start");
}

- (void)unityAdsDidFinish:(NSString *)placementId withFinishState:(UnityAdsFinishState)state{
    switch (state) {
        case kUnityAdsFinishStateError:
            NSLog(@"UADS finished with error");
            break;
        case kUnityAdsFinishStateSkipped:
            NSLog(@"UADS was skipped");
            break;
        case kUnityAdsFinishStateCompleted:
            NSLog(@"UADS was completed");
            if ([placementId isEqualToString:@"rewardedVideo"]){
                NSLog(@"Offer a reward to the player");
            }
            break;
        default:
            break;
    }
}
```



观看完毕, 奖励用户

# Android SDK

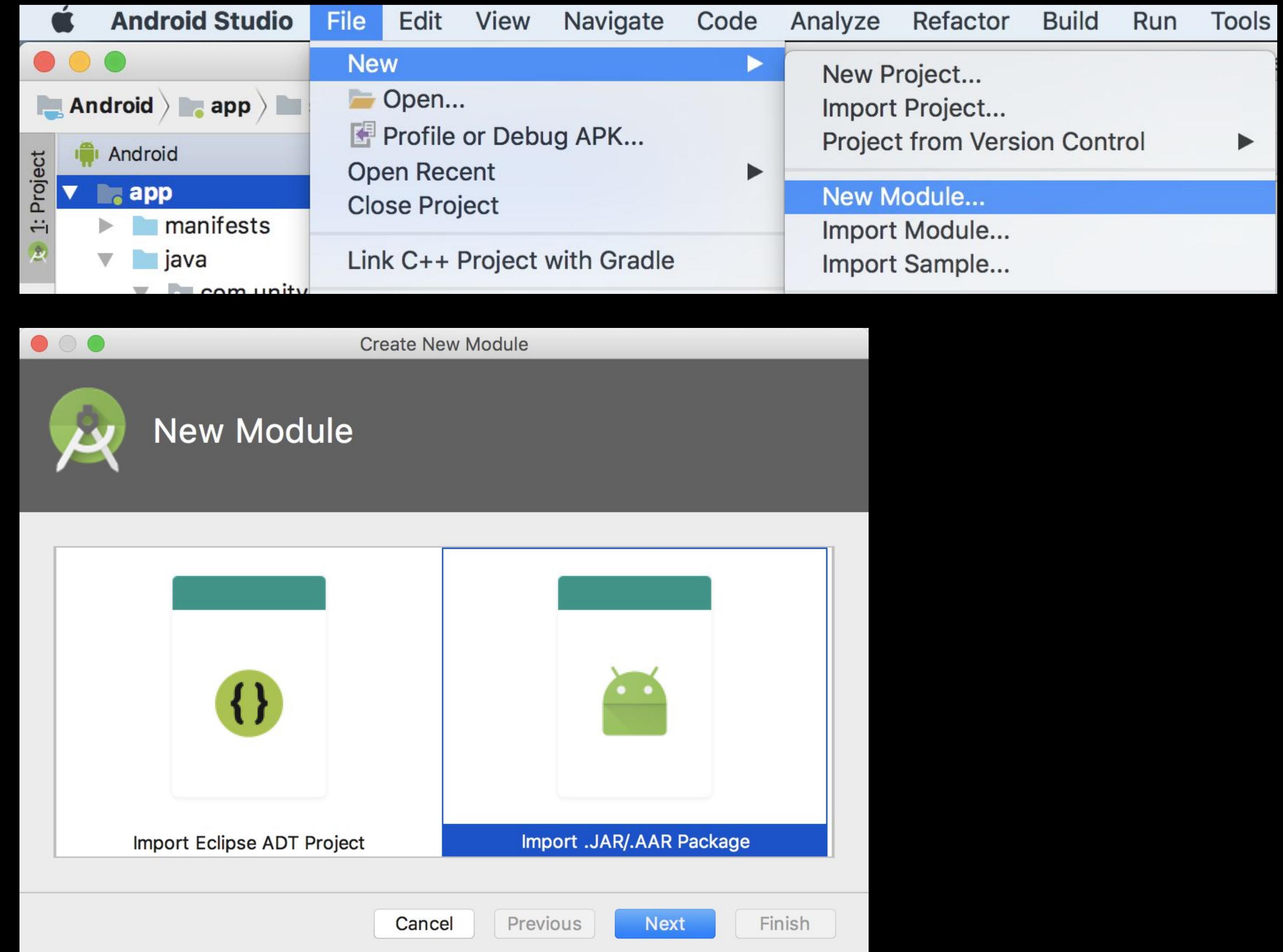
在Android Studio项目环境下的开发者，可以在Unity官方GitHub账号下载最新的Android SDK (unity-ads.aar)进行广告集成：

<https://github.com/Unity-Technologies/unity-ads-android/releases>

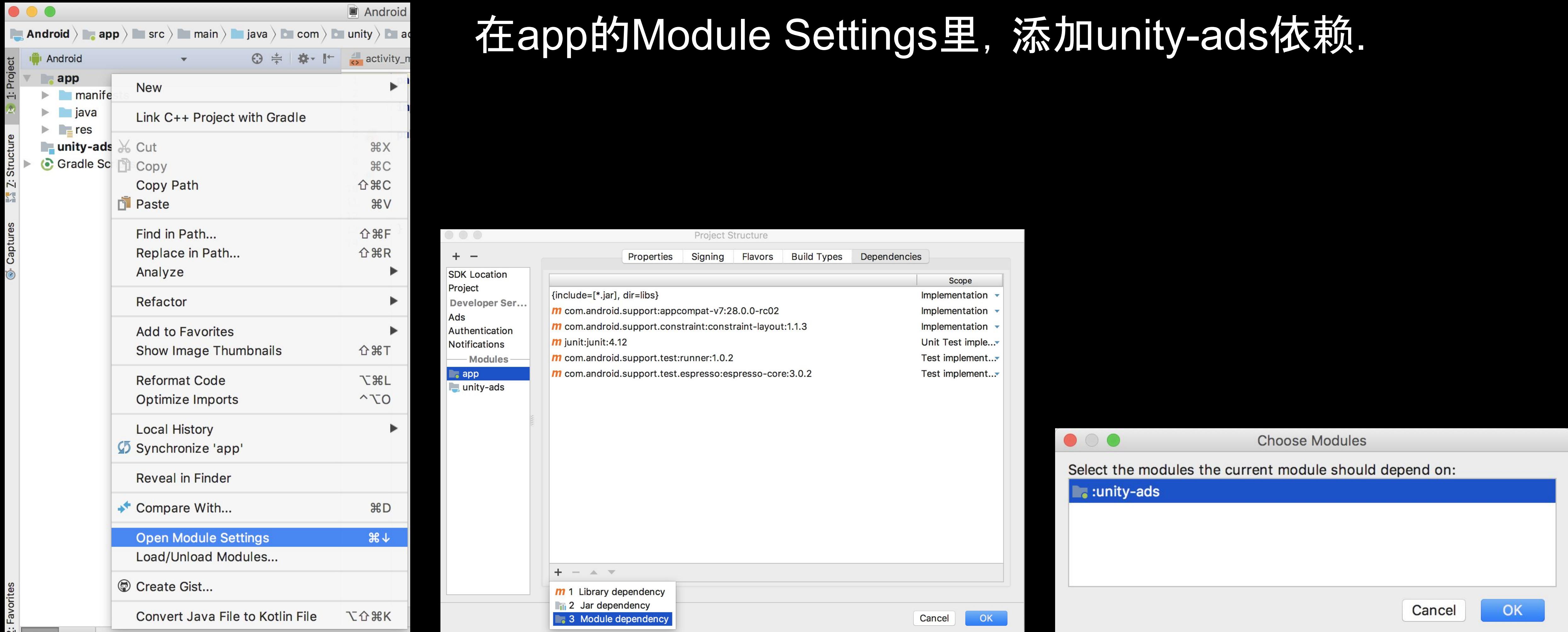
无法使用.aar的开发者则需参考在线文档[Integrating without Android Studio](#)部分进行广告集成.

# 导入广告SDK(1/2)

新建aar类型Module，选择  
unity-ads.aar导入到项目中。



# 导入广告SDK(2/2)



# 广告初始化

使用Game ID初始化广告

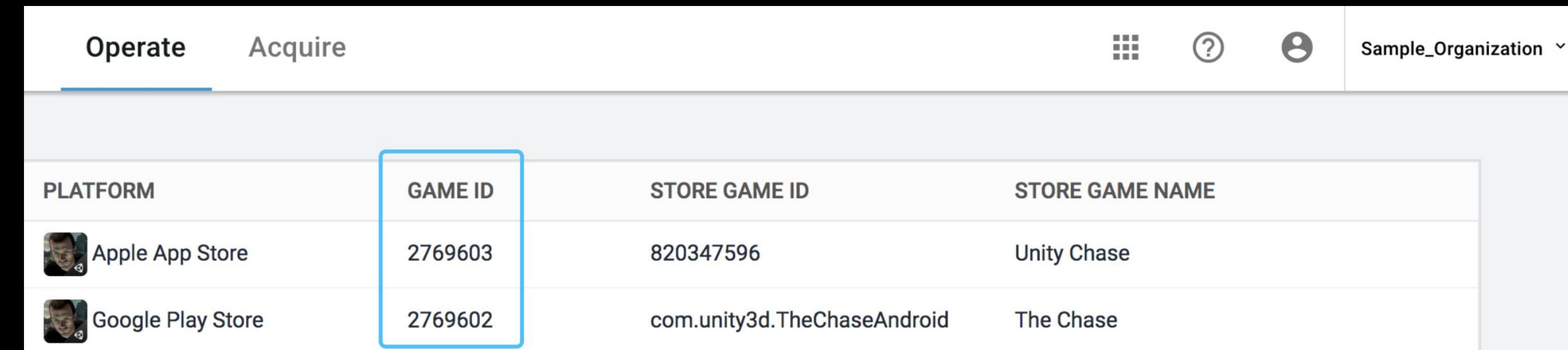
调试选项：

setDebugMode查看Log

testMode使用测试广告

重要！

请只初始化一次，并仅在主线程  
使用Unity Ads.



The screenshot shows the Unity Ads dashboard interface. At the top, there are tabs for 'Operate' and 'Acquire', with 'Operate' being the active tab. To the right of the tabs are icons for settings, help, user profile, and organization selection ('Sample\_Organization'). Below the tabs is a table with four columns: 'PLATFORM', 'GAME ID', 'STORE GAME ID', and 'STORE GAME NAME'. Two rows of data are listed:

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, a code snippet in Java is displayed, showing how to initialize Unity Ads with a Game ID and set debug mode:

```
import com.unity3d.ads.IUnityAdsListener;
import com.unity3d.ads.UnityAds;

public class MainActivity extends AppCompatActivity implements IUnityAdsListener {

    @Override
    protected void onCreate(Bundle savedInstanceState) {
        super.onCreate(savedInstanceState);
        setContentView(R.layout.activity_main);

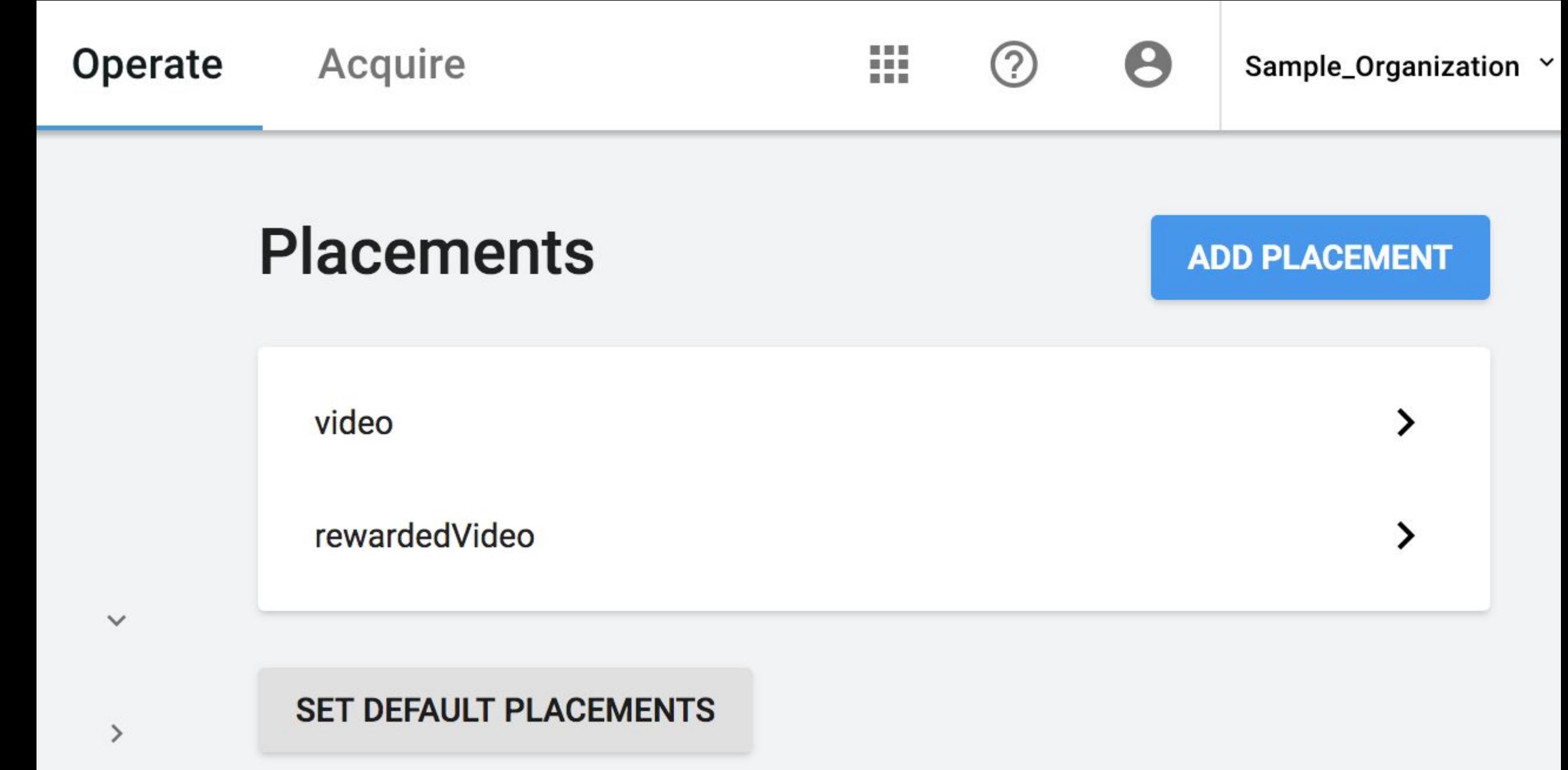
        UnityAds.setDebugMode(true);
        UnityAds.initialize(activity: this, gameId: "2769602", listener: this, testMode: false);
    }
}
```

# 广告展示

使用Placement ID展示广告

提示：

- 展示广告 `show` 之前，需要先用 `isReady` 判断广告是否已加载完成。
- 如果广告始终无法ready，可以使用 `getPlacementState` 来检查广告位的状态。
- 在上线后，仍然可以在dashboard调整广告位是否允许跳过等设置。



The screenshot shows the Unity Ads dashboard under the 'Operate' tab. The main section is titled 'Placements'. It lists two placement types: 'video' and 'rewardedVideo'. Below the placement list is a button labeled 'SET DEFAULT PLACEMENTS'. At the bottom of the dashboard, there is a code snippet in Java:

```
public void showAd(View view) {
    if (UnityAds.isReady(placementId: "rewardedVideo")) {
        UnityAds.show(activity: this, placementId: "rewardedVideo");
    } else {
        Log.d(tag: "Unity Sample", msg: "UADS is not Ready");
        // 使用 getPlacementState 检查广告状态
    }
}
```

# 广告回调

通过实现IUnityAdsListener的方法，可以指定广告回调函数：

## 提示：

- 一般判断当玩家观看广告完成**completed**时给予奖励.
- 即使可跳过的广告，如果玩家看完广告的时候，也会触发观看完成的回调.

```
@Override  
public void onUnityAdsReady(String placementID) {  
    Log.d( tag: "Unity Sample", msg: "UADS Ready");  
}  
  
@Override  
public void onUnityAdsStart(String placementID) {  
    Log.d( tag: "Unity Sample", msg: "UADS Start");  
}  
  
@Override  
public void onUnityAdsFinish(String placementID, UnityAds.FinishState finishState) {  
    switch (finishState) {  
        case ERROR:  
            Log.d( tag: "Unity Sample", msg: "UADS finished with error");  
            break;  
        case SKIPPED:  
            Log.d( tag: "Unity Sample", msg: "UADS was skipped");  
            break;  
        case COMPLETED:  
            Log.d( tag: "Unity Sample", msg: "UADS was completed");  
            if (placementID.equals("rewardedVideo")) {  
                Log.d( tag: "Unity Sample", msg: "Offer a reward to the player");  
            }  
            break;  
        default:  
            break;  
    }  
}  
  
@Override  
public void onUnityAdsError(UnityAds.UnityAdsError unityAdsError, String message) {  
    Log.d( tag: "Unity Sample", msg: "UnityAds ERROR: " + unityAdsError + message);  
}
```



观看完毕, 奖励用户

# 附录

- 填写Store ID
- Test Mode
- 获得技术支持
- 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 'Screenshots' section with three iPhone screenshots showing game scenes. Each screenshot has a 'POWERED BY unity' logo in the bottom right corner.



# 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

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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 shows the game 'The Chase' by Unity Technologies ApS, rated 3+, with 524 reviews. It features a large image of a man's face and several smaller screenshots below it. The left sidebar shows navigation options like 'My apps', 'Shop', 'Games', etc.

# Test Mode

Unity支持通过添加测试设备、平台设置、代码方式获取测试广告。  
测试结束后请务必关闭测试广告，以免影响您的变现收入。

优先级: **Test Devices > Platform Settings > 代码**

## Test Devices

Operate > Ad Data > Export > Test Devices

## Platform Settings

Operate > Project > Platform > Settings

## iOS SDK

```
[UnityAds setDebugMode:true];
```

## Android SDK

```
UnityAds.setDebugMode(true);
```



**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.

**TEST MODE**

Allows you to force Test Mode regardless of the mode programmatically set on a device. **The mode does not affect test devices configured for the organization.**

override client test mode

Force test mode ON (i.e. use test ads) for all devices

Force test mode OFF (i.e. use production ads) for all devices

**SAVE**

# 获取技术支持

## Operate后台：

点击 **CONTACT SUPPORT** 填写表格获得支持，如右图，这种方式我们可以自动查询您的账户信息，以便更快的为您解决问题。

## 邮件：

[unityads-support@unity3d.com](mailto:unityads-support@unity3d.com)

如果您无法使用Contact Support form，您也可以发邮件获取支持，但需要您提供**详情信息**以便问题的定位和解决。



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.

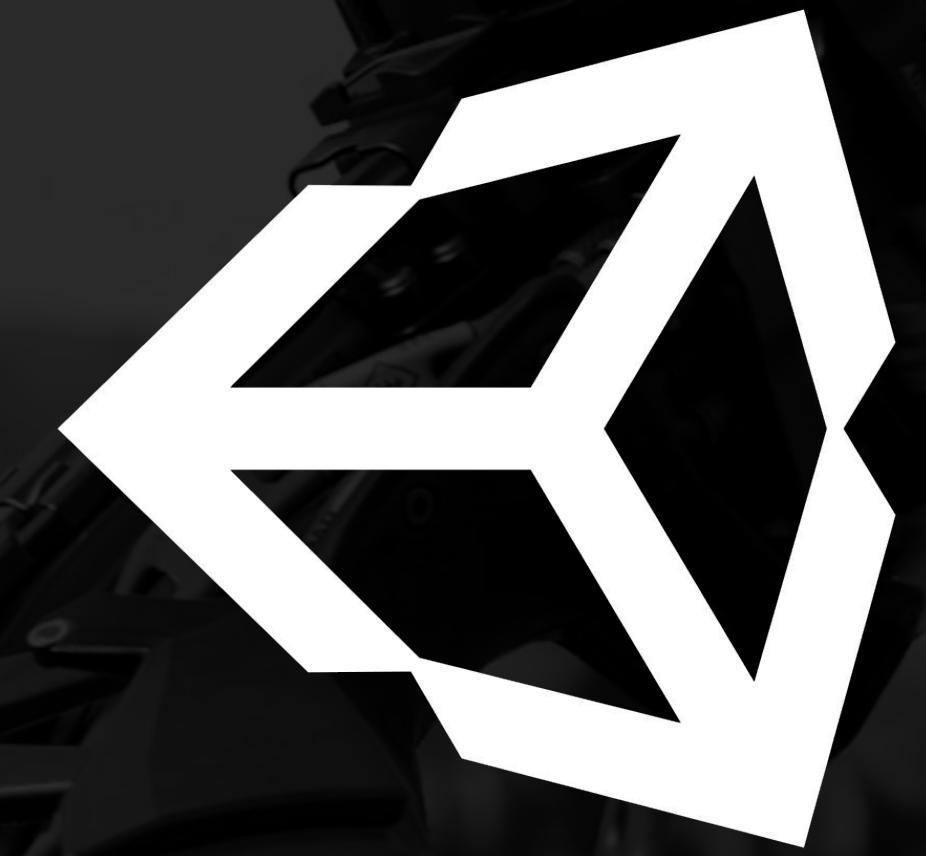
I'm not a robot

reCAPTCHA  
Privacy - Terms

CLOSE SEND TICKET

# 资源链接

- Unity ID: <http://id.unity.com/>
- Operate后台: <https://operate.dashboard.unity3d.com>
- 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在线文档 [英文]: <http://unityads.unity3d.com/help/index>
- Unity Ads在线文档 [中文]: <https://github.com/unity-cn/unityads-help-cn/wiki>
- 常见问题FAQ: <https://github.com/unity-cn/unityads-help-cn/wiki/monetization>
- 广告技术支持: [unityads-support@unity3d.com](mailto:unityads-support@unity3d.com)



# Unity Ads Support