Unity Documentation

Install and post-install events ▉ Post-install events ▉ Pass post-install events with Unity Ads SDK

English

Use the Unity Ads SDK to pass post-install events

If you use Unity Ads to advertise or monetize with ad revenue, the recommended best practice is to pass post-install events through the latest Unity Ads SDK.

Prerequisites

To enable an Audience Pinpointer campaign integration with the Unity Ads SDK, ensure that your iOS game uses Unity Ads version 3.7.1 or later. To stay current, you should always use the latest version of the SDK.

⚠️ **Important**: Initialize the Unity Ads SDK early in the runtime lifecycle, preferably at app start, to prevent errors.

Acquire Optimization

Platform	API key
iOS	Private API key
Android	License key

⚠️ **Important**: Unity never collects purchase transaction event or session data from underage users. If your game-level age designation is set to **This app is directed to children** or **Mixed audience**, or if you enable one or more selections from the App store compliance section, Unity won't collect purchase transaction

event or session data from underage users in your app. Refer to [Child data law compliance, CARU compliance, and contextual ads](#) for more information.

API keys

Refer to the following sections to locate your API key and update it in the [Unity Ads Monetization dashboard](#).

Private API keys for iOS apps

To locate your **Private API key** for each of your iOS apps in the Apple App Store, do the following:

1. Sign in to your [Apple developer account](#).
2. Select **Users and Access** and go to the **Keys** tab.
3. Select **In-App Purchase** from the **Key Type** options.
4. Click the plus symbol (**+**) or select **Generate API Key** to name the key.
5. Enter a name for the private API key and select **Generate**.
6. Select **Download API Key** next to your newly created private key.

To enter the Private API key, do the following in the Unity Ads [Monetization dashboard](#):

1. Go to the **Acquire Optimization** section of the **Settings** page.
2. Select the edit icon next to **Apple App Store** to add or change the key.
3. Enter the key you copied from your Apple developer account in the **API Key** field.
4. Select **Save** to keep your changes.

For more information, refer to [Creating API keys to authorize API requests](#) in the Apple Developer documentation.

License keys for Android apps

To locate your **License key** for each of your Android apps in the Google Play store, do the following:

1. Sign in to the [Google Play Console](#).
2. Select the desired app and go to **Monetize** > **Monetization setup**.
3. Copy the key under **Licensing**.

To enter the License key, do the following in the Unity Ads [Monetization dashboard](#):

1. Go to the **Acquire Optimization** section of the **Settings** page.

2. Select the edit icon next to **Apple App Store** to add or change the key.

3. Enter the key you copied from the Play Console in the **API Key** field.

4. Select **Save** to keep your changes.

For more information, refer to <u>Find and troubleshoot your license key</u> in the Android Developer documentation.

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