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English

Target Limited Ad Tracking settings

Players with iOS or Android devices can enable the Limited Ad Tracking (LAT) setting on their devices to opt out of interest-based advertising. Use the LAT targeting setting in the Unity Ads User Acquisition dashboard to fine-tune your campaign bidding based on a device's LAT setting. This allows you to create separate campaigns and bids targeting users with LAT on or off if you value those users differently.

For more information on the LAT setting, refer to [Apple's documentation](#) or [Google's documentation](#).

Attribution partners and LAT

⚠ Important: In order to use the Limited ad tracking setting, you must provide an [attribution tracking link](#) from a provider that supports LAT. If no valid attribution link is detected, the setting is disabled.

The following attribution providers support this feature:

- Adjust
- Appsflyer
- Singular
- Kochava
- Tenjin

If you are using a preferred vendor but you still get an error message on the Limited ad tracking setting, please [contact support](#).

Configure device targeting for LAT

Both LAT-enabled and LAT-disabled segments are included in campaigns by default, meaning you'll bid on both LAT segments equally. If you value each segment differently, create a targeted campaign from the [Unity Ads User Acquisition dashboard](#) by following these steps:

1. From the Apps page, select the app that has the campaign that you want to modify. The Campaigns page for this app appears.
2. Select the campaign you want to modify, or [create a new campaign](#).
3. Ensure that you've entered a valid attribution tracking link from a provider that supports LAT (refer to the list above).
4. Scroll to **Device Settings > Limited ad tracking** and select the edit icon.
5. Uncheck the segment you want this campaign to ignore.

To target devices with LAT enabled (cannot receive interest-based ads), only check **Devices with LAT switched on**.

To target devices with LAT disabled (can receive interest-based ads), only check **Devices with LAT switched off**.

Troubleshooting

If you receive a message when you scroll to the Limited ad tracking setting, refer to this chart:

Message	Cause	Solution
Use an attribution provider that supports LAT.	The attribution tracking links for this campaign don't support LAT.	Switch to an attribution partner that supports LAT.
Add a supported tracking link.	There is no attribution tracking link listed.	Add tracking links to the campaign, using an attribution partner that supports LAT.

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