Unity Documentation

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English

Start a Hybrid ROAS campaign

Use the following steps to set up a Hybrid ROAS campaign in the Unity Ads User Acquisition
dashboard:

1. Go to **Apps** from the secondary navigation menu.
2. Select the app you want to advertise to open the **Campaigns** page.
3. Select **Create** to configure a new campaign.
4. In the **Create a campaign** dialog, select **Return on Ad Spend** as your campaign type.
5. Select **Next** to choose your optimization type.
6. Select **Hybrid** as your optimization.
7. Select **Next** to save your selections and name your campaign.

⚠️ **Important:** If you haven't reached the minimum data threshold required to start a ROAS campaign, all
optimized campaign goals will be unavailable. For more information, refer to Hybrid ROAS campaign best
practices.

Configure ROAS targets

In your Hybrid ROAS campaign setup, do the following to configure your ROAS targets:

1. Go to the **Countries & Targets** section of the campaign setup.
2. Select **Adjust** to edit the settings for each country in your campaign.
3. In the **D7 ROAS goal** column for each country, enter the percent of your spend you expect to get
   back.

❗ **Note**: Unity provides a suggested ROAS target for each country. This amount is based on the predicted
revenue that users in that region will generate.

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

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