



English

Introduction to In-app Purchase ROAS campaigns

In an In-app Purchase ROAS campaign, the goal is to acquire users who are more likely to make purchases in your app. The return on your investment is the revenue generated by users making in-app purchases. You can also understand this as the following equation:

$$\text{ROAS} = \text{revenue generated when a user makes purchases in your app} \div \text{cost to acquire that user}$$

When you configure your In-app Purchase campaign, you will set a ROAS target to determine what percentage of your user acquisition bid you want to receive back in revenue. The ROAS target you select is tied to a specific optimization window. For example, if you set a 10% D7 ROAS target, your campaign will target users most likely to generate 10% of the cost you paid to acquire them within the first seven days using your app.

Day-seven ROAS targets

In-app Purchase campaigns are based on a seven-day (day-seven, D7) optimization window. When you run a day-seven (D7) In-app Purchases campaign, Unity's models optimize toward acquiring users most likely to make purchases in your app within the first seven days after downloading, based on the return on ad spend target you set.

To configure a D7 ROAS campaign, set a **D7 ROAS goal** for each of the countries targeted in your campaign. This number is the preferred, realistic percentage of your spend you want to get back after the user's first seven days in your app.

The Unity model will adjust your bids for high-quality users in Audience Pinpointer campaigns. It does this by adjusting your bid based on how much revenue the user is predicted to generate. When a campaign is constrained by its daily budget, we dynamically increase your ROAS target to achieve higher returns where possible.

Next steps: Review the [best practices](#) for ad revenue ROAS campaigns.

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