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Introduction to Ad Revenue ROAS campaigns

English

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Audience Pinpointer campaigns optimize toward acquiring particular kinds of users. In an ad revenue ROAS campaign, the goal is to acquire users who are more likely to watch ads in your app. The return on your investment is the revenue generated when the user watches ads. You can also understand this as the following equation:

$$\text{ROAS} = \text{revenue generated by a user watching ads or making purchases in your app} \div \text{cost to acquire that user}$$

When you configure your ad revenue 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 time interval. 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.

Optimization windows for ad revenue campaigns

Ad revenue campaigns can be based on a seven-day (day-seven) or 24-hour (day-zero) time interval. Read the descriptions below to understand how optimization windows impact your campaign.


Day-seven ad revenue optimization window

When you run a Day-seven (D7) Ad revenue campaign, Unity's models optimize toward acquiring users most likely to watch ads in your app within the first seven days after downloading.

To configure a D7 ROAS campaign, you will set a **D7 ROAS goal** (ROAS target) 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.

Day-zero ad revenue optimization window

 **Note:** The current version of day-zero ad revenue ROAS campaigns is a beta release and not available to everyone. The features and documentation might change between now and the next release.

When you run a day-zero (D0) ad revenue campaign, Unity's models optimize toward acquiring users most likely to watch ads in your app within the first 24 hours after downloading.

To configure a D0 ROAS campaign, you will set a **D0 ROAS goal** (ROAS target) for each of the countries targeted in your campaign. This number is the preferred, realistic percentage of your spend you would like to get back after the user's first 24 hours 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.

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

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Documentation

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