Unity Documentation

Campaign setup ▮ Event campaigns ▮ Payer campaigns ▮ Introduction to Payer campaigns

English

Introduction to Payer campaigns

⊘ **Note**: The current version of Payer campaigns is a closed beta release, and not available to everyone. The features and documentation might change between now and the next release.

Payer campaigns are an advertising campaign used to optimize for users who are more likely to make an in-app purchase. This type of campaign only focuses on acquiring users who will pay within your app, and doesn't optimize for the value of a purchase a user may make in your app as is the goal for IAP ROAS campaigns.

When to use Payer campaigns

Advertisers can use Payer campaigns advantageously by implementing them in various scenarios. Some notable benefits include:

- Capability to serve multiple KPI per app by balancing user acquisitions between scale and quality acquisitions
- Usefulness for eCommerce where the goal of your app is to acquire users who will make purchases in your app
- Maintaining your users' data privacy by having the option to not track the values of purchase events

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