



English

Introduction to Level Complete campaigns

Note: The current version of Level Complete campaigns is a limited Open Beta release, and not available to everyone. The features and documentation might change between now and the next release.

Level Complete campaigns are advertising campaigns used to optimize for users who are more likely to reach a specific level completion milestone within your app and perform a valuable action when reaching that milestone.

This type of campaign allows you to optimize your ad campaigns to attract more engaged users, increase user retention, and help you benchmark the growth of your app over time.

When to use Level Complete campaigns

Advertisers can use Level Complete campaigns advantageously by leveraging action-based signals to achieve outcomes and increasing scale by using alternative signals. Some examples of what you can achieve by implementing a Level Complete campaign as part of your user acquisition strategy include being able to:

- Convert free-to-play users to paid users
- Ensure users have watched a certain number of ads
- Increase the time users spend on your app

How Level Complete campaigns work


With Level Complete campaigns, you can define which events you optimize for by either targeting all events or targeting specific events. By default, a Level Complete campaign will optimize for the first event or milestone in your app, such as the first completion of a level. If you need to target multiple specific events throughout your app, use the **Event Name Targeting** option to select multiple events. Your campaign will optimize for the first occurrence of the selected events.

For example, a Level Complete campaign could contain three events, named to reflect the level numbers, such as:

- Level_10
- Level_15
- Level_30

Because Level Complete campaigns optimize for the first chronological event, each of the targeting options will first optimize for the Level_10 event.

How Event Name Targeting works

 **Important:** In a limited Open Beta, Event Name Targeting currently only works with AppsFlyer. This feature is incompatible with other MMP setups at the moment.

The following table illustrates how the different event name targeting options would function in this campaign.

Event Name Targeting option	Definition	Example
Target Specific Events (Single event)	Optimizes for users who are expected to complete the event.	Optimizes for Level_10
Target Specific Events (Multiple events)	Optimizes for users who are expected to complete one or more of the events. Optimizes for the first chronological occurrence of all selected events.	Optimizes for Level_10 first
Target All Events	Optimizes for the first chronological occurrence of all selected events.	Optimizes for Level_10

To be able to select more than one event per Level Complete campaign, you will need to map more than one event during your MMP setup.



Note: Level Complete campaigns fall under the Audience Pinpointer campaign type and can run concurrently with other Audience Pinpointer campaign types that optimize for user retention and ROAS.

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Documentation

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