

Unity Documentation

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English

Set up Custom Product Pages

Use the following instructions to connect Custom Product Pages to your creative packs in the Unity Ads User Acquisition dashboard.

You can add a custom product page when setting up creative packs or add the custom product page to your creative pack information later.

Note: If you add, edit, or remove your PPID from your creative pack or campaign, the <u>History and Performance tool</u> does not track the changes.

Locate your product page ID

To add a custom product page to a campaign, you need to locate your custom product page ID:

- 1. Open your custom product page in a web browser.
- Locate the product page ID at the end of the URL. The ID is the string of characters following ? ppid= in the URL.

https://apps.apple.com/us/app/app-name/id1234567=4**?ppid=12a4f019-tmc3-5t3f-a5ej-edafee17a**Sample

PPID

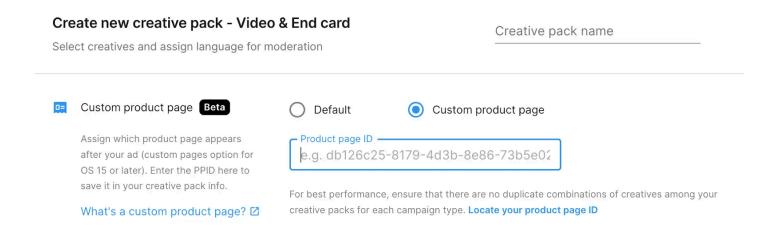
3. Copy the product page ID. Use the following examples to verify you have copied the correct portion of the URL:

Correct PPID	Incorrect PPID
12a4f019-tmc3-5t3f-a5ej- edafee17a	1234567=4?ppid=12a4f019-tmc3-5t3f-a5ej-edafee17a

Add Custom Product Pages to new creative packs

To add a custom product page when setting up your campaign's creative packs:

- 1. In the Campaign settings, go to the **Creative packs** section and select **Add**.
- 2. Select the type of creative pack you want to configure to open the **Create new creative pack** dialog.
- 3. In the **Custom product page** section of the creative pack setup settings, select **Custom product page**.
- 4. In the **Product page ID** field, enter your custom product page ID (PPID). When you enter the PPID correctly, a green check mark appears.
- 5. Upload your creative content. To review the creative pack setup, refer to Manage creative packs.
- 6. Select **Create** to save your creative pack information.



Add Custom Product Pages to existing creative packs

To add a custom product page to an existing creative pack, go to the **Creative packs** section of your **Campaign** settings:

- Identify which creative pack you want to connect to a custom product page. Selecting the pack will expand the creative pack details.
- 2. In the creative pack details, locate the **Custom product page** section. Select the edit pencil icon.
- 3. Select the **Custom product page** toggle.

- 4. In the Product page ID field, enter your custom PPID. If the ID is in the correct format, a green check mark will appear.
 - Note: To test that the PPID you provided leads to the correct product page, select **Preview PPID** to preview the product page connected to the ID.
- 5. Select **Apply** to save your PPID.

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