Unity Documentation

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English

Reporting dashboard metrics reference

Use the following metrics to customize which key performance indicators you use to review your campaigns' performance.

Default metrics

Use the following default campaign metrics to assess campaign performance.

Metric	Description	Notes
Starts	The number of times a user starts your ad.	Starts are also known as impressions.
Installs	The number of users who install your app after watching the ad.	
Spend	The advertising budget spent.	Spend is calculated by multiplying the number of Installs by the cost per install (CPI).
eCPM	Effective Cost per Mille: The estimated cost per 1000 impressions.	
CPI	Cost per Install: the average cost to the advertiser per install.	CPI is calculated by dividing the Spend amount by the number of

Metric	Description	Notes
		Installs.
CVR	Conversion rate: the percent of users who installed your app after watching the ad.	CVR is calculated by dividing the number of Installs by the number of Starts.
Views	The number of times users watched your entire ad.	
Target CPI	Targeted cost per install: your targeted bid amount.	Sometimes abbreviated as tCPI.
Clicks	The number of times a user clicks the call-to-action button in your ad.	
CTR	Click through rate: the percentage of users who clicked the call-to-action button after watching your ad.	CTR is calculated by dividing the number of Clicks by the number of Starts.
Installs per Mille	Installs per one thousand impressions.	Sometimes abbreviated as IPM
View Completion Rate	The percentage of users who watch your entire ad.	View Completion Rate is calculated by dividing the number of Starts by the number of Views.

Ad Revenue metrics

Use the following ad revenue metrics to assess the ad revenue generated by your campaigns.

Ad revenue metrics are available in day-zero (D0), day-one (D1), day-three (D3), day-seven (D7), and day-fourteen (D14) time intervals.

Metric	Description
Ad Revenue	Revenue from your ad campaign.

Metric	Description
Ad Revenue ROAS	Ad revenue return on ad spend, calculated by dividing the revenue earned by the amount spent on advertising.

In-app Purchase metrics

Use the following in-app purchase metrics to assess the in-app purchase revenue generated by your campaigns.

In-app purchase metrics are available in day-zero (**D0**), day-one (**D1**), day-three (**D3**), day-seven (**D7**), and day-fourteen (**D1**4) time intervals.

Metric	Description	Notes
IAP ROAS	In-app purchase revenue return on ad spend, calculated by dividing the IAP revenue earned by the amount spent on advertising.	
Purchases	In-app transactions made in your app	
IAP revenue	Revenue from users purchasing in-app items.	
Unique purchases	The number of first-time in-app purchases within the selected time interval.	Unique purchases can be understood as free users converting to paying users.

Retention metrics

Use the following retention metrics to assess the long term engagement generated by your campaigns.

Retention metrics are available in day-zero (**D0**), day-one (**D1**), day-three (**D3**), day-seven (**D7**), and day-fourteen (**D1**4) time intervals.

Metric	Description
Retained	The number of users continuing to engage with your app for the selected time period.
Retention rate	The percentage of users who continue engaging with an app over time.

Return on Ad Spend metrics

Use the following ROAS metrics to assess the return on ad spend generated by your campaigns.

ROAS metrics are available in day-zero (**D0**), day-one (**D1**), day-three (**D3**), day-seven (**D7**), and day-fourteen (**D1**4) time intervals.

Metric	Description
Total ROAS	Return on advertising spend is a revenue-based metric used to calculate the efficiency and performance of digital advertising spend.

Event Optimization metrics

Use the following event metrics to assess the event engagement generated by your campaigns.

Event metrics are available in day-zero (**D0**), day-one (**D1**), day-three (**D3**), day-seven (**D7**), and day-fourteen (**D1**4) time intervals.

Metric	Description
Event	The number of events generated by all types of Event optimization.
Event Rate	The percentage of events generated by all types of Event Optimization per install
Cost per Event	The average cost per event generated by all types of Event Optimization.

Metric	Description
Level Complete	The number of users who complete a specified level.
Level Complete Rate	The percentage of users who completed a specified level per install.
Cost per Level Complete	The average cost for a user who completed a specified level.
Payer	The number of users who made a payment.
Payer Rate	The percentage of users who made a payment per install.
Cost per payer	The average cost of a user who made a payment
Registration	The number of users who completed a registration.
Cost per registration	The average cost of a user who completed a registration.
Registration rate	The percentage of users who completed a registration.

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