Unity Documentation

Live campaign management ▎ Manage campaigns with Unity APIs

English

Manage campaigns with Unity APIs

While advertisers can manage their campaigns and reporting data using the Unity Ads User Acquisition dashboard, they can also do so using the following Acquire [REST APIs](#):

API	Description
[Advertising Management API](#)	The Advertising Management API allows you to programmatically manage your advertising campaigns: • Manage apps • Manage campaigns • Manage bids, source bids, and ROAS bids • Manage budgets • Manage creatives and creative packs
[Advertising Statistics API](#)	The Advertising Statistics API allows you to programmatically retrieve acquisition statistics data in a CSV format. There are two main use cases: • Integrate it directly with your own BI tool, such as Looker or Google Data Studio • Integrate it with your [preferred MMP](#)

Visit the Services API documentation for information on [getting started](#), including:

- How to authenticate the API calls
- Applicable rate limiting
- Available reporting metrics

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Documentation

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