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Start an Ad Revenue ROAS campaign

English

Start an Ad Revenue ROAS campaign

Use the following instructions to set up your ad revenue ROAS campaign, do the following in the Unity Ads User Acquisition dashboard.

Start a day-seven ad revenue campaign

Use these steps to start the campaign setup for a D7 ad revenue campaign.

1. Go to **Apps** from the secondary navigation menu.
2. Select the app you want to advertise to open the **Campaigns** page.
3. Select **Create** to configure a new campaign.
4. In the **Create a campaign** dialog, select **Return on Ad Spend** as your campaign type.
5. Select **Next** to choose your optimization type.
6. Select **Ad revenue** as your optimization.
7. In the **Optimization Window** dropdown, select **D7**.
8. Select **Next** to save your selections and name your campaign.
9. In the **Countries & Targets** section of the campaign setup, select **Add** to choose which countries your campaign will target.
10. Select **Save** to keep your changes.




Important: If you haven't reached the minimum data threshold required to start a ROAS campaign, the respective optimizations will be unavailable. For more information, refer to [Ad revenue ROAS campaign best practices](#).

Configure day-seven ROAS targets

In your ad revenue campaign setup, do the following to configure your ROAS targets:

1. Go to the **Countries & Targets** section of the campaign setup.
2. Select **Adjust** to edit the settings for each country in your campaign.
3. In the **D7 ROAS target** column for each country, enter the percent of your spend you expect to get back.

 **Note:** Unity provides a suggested ROAS target for each country. This amount is based on the predicted revenue that users in that region will generate.

Start a day-zero ad revenue campaign

Use these steps to start the campaign setup for a D0 ad revenue campaign.

1. Go to **Apps** from the secondary navigation menu.
2. Select the app you want to advertise to open the **Campaigns** page.
3. Select **Create** to configure a new campaign.
4. In the **Create a campaign** dialog, select **Return on Ad Spend** as your campaign type.
5. Select **Next** to choose your optimization type.
6. Select **Ad revenue** as your optimization.
7. In the **Optimization Window** dropdown, select **D0**.
8. Select **Next** to save your selections and name your campaign.
9. In the **Countries & Targets** section of the campaign setup, select **Add** to choose which countries your campaign will target.
10. Select **Save** to keep your changes.

Configure day-zero ROAS targets

In your ad revenue campaign setup, do the following to configure your ROAS targets:

1. Go to the **Countries & Targets** section of the campaign setup.
2. Select **Adjust** to edit the settings for each country in your campaign.
3. In the **D0 ROAS target** column for each country, enter the percent of your spend you expect to get back.



Note: Unity provides a suggested ROAS target for each country. This amount is based on the predicted revenue that users in that region will generate.

4. Select **Save** to keep your changes.

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