Unity Documentation

Privacy compliance ▐ Apple SKAdNetwork support ▐
Support for SKAdNetwork on the Unity Ads Monetization Dashboard

English

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Optimize performance with post-install event data

Implement the Unity SDK or a server-to-server integration to pass post-install event data to Unity and help User Acquisition continue to optimize your campaigns. If you use the Unity Ads SDK, enable the Acquire optimization setting in the Monetization dashboard so Unity can collect information for postbacks not attributed to the Unity network.

Cost Per Impression (CPM) billing

In many cases, the ATT framework removes non-aggregated postback data. This means that Unity may be unable to collect certain data that enables install-based billing.

To ensure a smooth transition for affected campaigns, Unity introduced cost per impression (CPM) billing for all iOS campaigns. This billing model charges advertisers based on the number of impressions their campaigns receive, meaning Unity only bills you for events that can be attributed.

> **!** **Note**: While CPM campaigns bill for impressions, they still optimize towards installs using target CPI bids. For more information, learn about the differences between CPI and tCPI bidding.

Reporting and Stats API

Unity's [Report Builder](#) supports reporting data for SKAdNetwork postback information such as Installs, CPI, and CV coming from the SKAdNetwork.

If you use the [Advertising Stats API](#), refer to the documentation to check which fields you might need to update to gather additional SKAdNetwork postback data.

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Documentation

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