



Live campaign management ■ Bulk Campaign Management tool ■
Campaign management templates ■ Bids template reference

English

Bids template reference

After you've downloaded the Bids template, use the following reference table to populate it with data for your campaigns.

Column header	Description	Type	Notes
Campaign ID	The Campaign ID must match an existing campaign If you leave this field empty, Unity will automatically generate a new campaign with a corresponding Campaign ID	string	You can leave this cell empty because the value is ignored on import.
Campaign name	The name of the campaign.	string	
Status	The status of the campaign The following statuses are available: <ul style="list-style-type: none">livepaused	string	You can leave this cell empty because the value is ignored on import.
Campaign goal	The goal of the campaign. The following goals are available: <ul style="list-style-type: none">installsretention	string	You can leave this cell empty because the value is ignored on import.

Column header	Description	Type	Notes
	<ul style="list-style-type: none"> roas 		
Country code	The ISO 3166-1 alpha-2 country code for the source bid.	string	
CPI bid	<p>The target bid for install campaigns, in USD:</p> <ul style="list-style-type: none"> Minimum value of 0.001 (one tenth of a cent) Maximum value of 100 (100 dollars) 	float (maximum of three decimal places)	
Retention base bid	<p>The target base bid for retention campaigns, in USD:</p> <ul style="list-style-type: none"> Minimum value of 0.001 (one tenth of a cent) Maximum value of 100 (100 dollars) 	float (maximum of three decimal places)	
Retention max bid	<p>The target maximum bid for retention campaigns, in USD:</p> <ul style="list-style-type: none"> Minimum value of 0.001 (one tenth of a cent) Maximum value of 100 (100 dollars) 	float (maximum of three decimal places)	
ROAS target	<p>The target base bid for ROAS campaigns, in USD:</p> <ul style="list-style-type: none"> Minimum value of 0.001 (one tenth of a cent) Maximum value of 100 (100 dollars) 	float (maximum of three decimal places)	

Bid validation for Country Bids

The bulk campaign management tool supports bid values with up to three decimal points. During the import validation process, the tool considers the formatted value. For instance, if you import a spreadsheet with a formatted bid value of .001 and a raw value of .0009, the tool uses and applies the formatted bid value.

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Documentation

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