



English

Introduction to Report Builder

Report Builder is a simple but powerful drag-and-drop reporting tool available from the Unity Ads User Acquisition dashboard. Use Report Builder data visualizations to:

- Analyze performance metrics and gain deeper insights into your campaign data.
- Visualize data through your preferred chart options.
- Troubleshoot campaign performance.
- Filter data in ways that provide actionable insights.
- Compare based on single or multiple dimensions.

Use Report Builder as a standalone tool, or to supplement your own business intelligence tools, including data you collect using Unity's [Advertiser Statistics API](#).

To access Report Builder from the [User Acquisition dashboard](#):

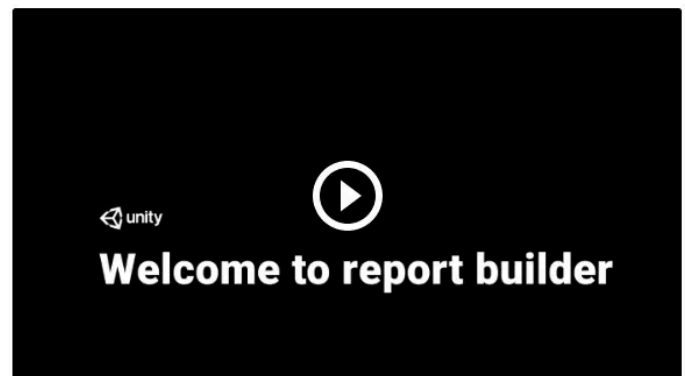
1. From the secondary navigation menu, select **Reporting**.
2. In the Report Builder section, optionally play the video for a brief introduction, then select **Go to Report Builder**.



Report Builder

Build custom report through a drag-and-drop interface to surface deeper insights, measure your performance and make optimizations to grow your games business successfully.

Check out the introduction video and jump into Report Builder by clicking the button below!

[Go to Report Builder](#)

The Report Builder landing page displays two sections:

- [Dashboards](#) provide holistic overviews of campaign performance.
- [Data Cubes](#) provide granular report filtering, so that you can drill down and easily modify what is displayed.

Dashboards provide a comprehensive view of your campaigns, while data cubes let you drill down or filter dozens of dimensions and metrics.

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Documentation

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