




English

# Level Complete campaign best practices

Before setting up your Level Complete campaign, review the following best practices to ensure you make the best choices for your campaign.


## Eligibility criteria for Level Complete campaigns

**Important:** To get started with the open beta Level Complete campaign feature for your app, contact your  Unity account manager or Unity Support to enable this feature on the Unity Ads User Acquisition dashboard at the organization level if you meet the following requirements in your app to use it.

You must meet the following requirements to use Level Complete campaigns:

- Use AppsFlyer, Adjust, or Singular as MMPs
- Send `install` and `level_complete` post-backs from a supported MMP attributed to Unity within 7 days of install. This is known as a qualified event. There's a minimum requirement of 10 qualified events within 28 days per `game_id` and `country`.

## Eligibility criteria for Event Name Targeting

 **Important:** In open beta, Event Name Targeting currently only works with AppsFlyer. This feature is incompatible with other MMP setups at the moment.

You must meet the following requirements to use Event Name Targeting options in Level Complete campaigns:

- Use AppsFlyer as an MMP
- Map two or more Level Complete events in your AppsFlyer dashboard

## Best practices to meet Level Complete eligibility criteria

### Map event names individually in your MMP dashboard

When setting up your AppsFlyer, Adjust, or Singular dashboards to pass post-install data to Unity, map one `sdk_event_name` to the partner event name field to be `Level Complete`.



**Note:** It's not mandatory to set the `include values` and `revenue` field because it doesn't impact performance.

### Send event data to MMPs

In addition to sending Level Complete data through an MMP, it's recommended to send Purchase or Ad Revenue data to paint the bigger picture for long-term-value LTV data. Our data model uses LTV data to identify users who will convert and ultimately lead to long-term profits in the future.

## Best practices to meet Event Name Targeting eligibility criteria

### Map all events to Level Complete during MMP setup

When setting up your AppsFlyer dashboards to pass post-install data to Unity, the recommended best practice is to map all level or milestone-based `sdk_event_name` to the partner event name field to be `Level Complete`. This lets you proactively collect training data for all events and quickly start A/B testing events.

## Create A/B test events

Set up multiple Level Complete campaigns to compare the performance of different SDK event names. By running multiple campaigns, you can identify which levels or milestones drive the best scale, return on investment (ROI), and retention. The events representing the different levels or milestones should have a 5-10% difference in conversion rate so there is some basis for comparison.

## Test one event at a time

If your app follows a chronological progression, select one `sdk_event_name` to test at a time.

---

### Was this page helpful?

[Report a problem with this page.](#)



**Documentation**

Copyright © 2024 Unity Technologies

[Legal](#) [Privacy Policy](#) [Terms Of Use](#) [Cookies](#) [Do Not Sell or Share My Personal Information](#)

"Unity", Unity logos, and other Unity trademarks are trademarks or registered trademarks of Unity Technologies or its affiliates in the U.S. and elsewhere ([more info here](#)). Other names or brands are trademarks of their respective owners.