Unity Documentation

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English

Set up Custom Product Pages

Use the following instructions to connect Custom Product Pages to your creative packs in the Unity Ads User Acquisition dashboard.

You can add a custom product page when setting up creative packs or add the custom product page to your creative pack information later.

> **!** **Note**: If you add, edit, or remove your PPID from your creative pack or campaign, the History and Performance tool does not track the changes.

Locate your product page ID

To add a custom product page to a campaign, you need to locate your custom product page ID:

1. Open your custom product page in a web browser.
2. Locate the product page ID at the end of the URL. The ID is the string of characters following `?` `ppid=` in the URL.

   https://apps.apple.com/us/app/app-name/id1234567=4**?ppid=12a4f019-tmc3-5t3f-a5ej-edafee17a**

   Sample   PPID

3. Copy the product page ID. Use the following examples to verify you have copied the correct portion of the URL:

Correct PPID	Incorrect PPID
`12a4f019-tmc3-5t3f-a5ej-edafee17a`	`1234567=4?ppid=12a4f019-tmc3-5t3f-a5ej-edafee17a`

Add Custom Product Pages to new creative packs

To add a custom product page when setting up your campaign's creative packs:

1. In the Campaign settings, go to the **Creative packs** section and select **Add**.
2. Select the type of creative pack you want to configure to open the **Create new creative pack** dialog.
3. In the **Custom product page** section of the creative pack setup settings, select **Custom product page**.
4. In the **Product page ID** field, enter your custom product page ID (PPID). When you enter the PPID correctly, a green check mark appears.
5. Upload your creative content. To review the creative pack setup, refer to Manage creative packs.
6. Select **Create** to save your creative pack information.

Create new creative pack - Video & End card
Select creatives and assign language for moderation

Creative pack name

Custom product page Beta

Assign which product page appears after your ad (custom pages option for OS 15 or later). Enter the PPID here to save it in your creative pack info.

What's a custom product page? ☒

○ Default   ⦿ Custom product page

Product page ID
e.g. db126c25-8179-4d3b-8e86-73b5e02

For best performance, ensure that there are no duplicate combinations of creatives among your creative packs for each campaign type. **Locate your product page ID**

Add Custom Product Pages to existing creative packs

To add a custom product page to an existing creative pack, go to the **Creative packs** section of your **Campaign** settings:

1. Identify which creative pack you want to connect to a custom product page. Selecting the pack will expand the creative pack details.
2. In the creative pack details, locate the **Custom product page** section. Select the edit pencil icon.
3. Select the **Custom product page** toggle.

4. In the Product page ID field, enter your custom PPID. If the ID is in the correct format, a green check mark will appear.

> ❗ **Note**: To test that the PPID you provided leads to the correct product page, select **Preview PPID** to preview the product page connected to the ID.

5. Select **Apply** to save your PPID.

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Documentation

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