Unity Documentation

English

Dimensions panel dimensions reference

Refer to the following table for the dimensions available in the Report Builder DIMENSIONS panel.

Dimension	Description	Notes
Time	The time period to display data.	
Bidding Strategy	The type of bidding strategy ([Manual](#) or [Automated](#)) used in the campaign.	
Campaign Billing Type	The campaign billing type can either be CPI (cost per install) for Android campaigns or CPM (cost per impression) for iOS campaigns.	
Campaign Type	The type or goal of the campaign can be CPI (installs), ROAS (return on ad spend), or Retention.	
Campaign ID	The unique identifier of individual campaigns.	
Campaign Name	The names of included campaigns.	

Dimension	Description	Notes
Campaign Set ID (Deprecated)	The unique numerical identifier of the app and platform.	
Campaign Set Name (Deprecated)	The name of the app and platform.	
Connection Type	The connection to the internet (WIFI or Cellular).	
Child Audience	Indicates whether the source app's target audience is under 13 years old in the United States in accordance with COPPA compliance.	
Country	The user's country.	Unity's Report Builder defines the Country dimension at the moment of impression.
Creative Pack ID	The unique identifier of the creative pack.	
Creative Pack Name	The name of the creative pack.	
Creative Type	Creatives can be: • Video with a static end card • Playable • Video with a playable end card	
Device Language	The end-user's device's language settings.	

Dimension	Description	Notes
Device Manufacturer	The end-user's device's manufacturer.	
Device Orientation	The end-user's device's screen orientation can be portrait or landscape.	
Device Type	The end-user's device.	Data for Android devices is available from March 7, 2022, onward.
Limited Ad Tracking (iOS)	You can enable or disable the end-user's device Limited Ad Tracking (LAT) setting.	
Organization ID	Unique identifier of the account's Organization.	
OS Version	The end-user device's operating system version.	
Platform	The end-user's platform can be Android or iOS.	
ROAS type	The type of ROAS (return on ad spend) campaign: • Ad revenue • In-app purchases (IAP) • Hybrid (both Ad rev and IAP)	Use this dimension in tandem with the Campaign goal - ROAS dimension to filter out possible null values. Some results might be hidden because of privacy compliance. The report displays these results as Hidden (privacy compliance).
Screen density (Android)	The number of pixels appearing within a constant area of the display.	Refer to the Android pixel size documentation for more information.

Dimension	Description	Notes
Screen Size (Android)	The amount of physical space available for displaying an interface.	Refer to the Android screen size documentation for more information.
SKAN Conversion Value	A single number between 0 and 63.	After your app is installed, the SKAN Conversion Value is sent in the SKAdNetwork postback sent to the advertising network responsible for the app install or app reinstall.
SKAN Enabled	True for devices that support Apple's SKAdNetwork.	This field gives you better visibility into SKAdNetwork traffic.
SKAN Postbacks	The number of winning and non-winning postbacks from Apple's SKAdNetwork.	
Source App ID	The alpha-numeric identifier of the publisher app that displayed your ad.	
Source Bids Enabled	Indicates whether the source bidding feature is enabled.	Refer to the Source bidding documentation for more information.
Source App Category	The app store category of the publisher app that displayed your ad.	
Advertiser Game Category	The app store category of the game or app being advertised.	
Advertiser Game ID	The unique identifier of the advertised app.	

Dimension	Description	Notes
Advertiser Game Name	The advertised app's name.	
Advertiser Store ID	The identifier of the app listing on the Google Play or Apple App store.	
Video Length	The duration of the creative	Video Length data is available from September 1, 2022, onward.
Video Orientation	The screen orientation of the creative (portrait or landscape).	

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