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Set up a Creative Testing campaign

English



Unity Documentation

Start a Creative Testing campaign

Use the following instructions to set up a new Creative Testing campaign in the Unity Ads User Acquisition dashboard.

Prerequisites

Prerequisite	Description
Creative packs	You need at least two creative packs to run a creative testing campaign. To learn more about creatives and how to make a new creative pack, refer to the Creative packs documentation.
tCPI billing	To run a creative testing campaign, you need to use tCPI billing. To learn more about the difference between CPI and tCPI billing, refer to the Bids documentation.
Attribution tracking link	To access event data from a creative testing campaign, you need to use an attribution tracking link. To learn more about these links and where to find them, refer to the Track installs with attribution tracking links documentation.
Control creative pack (recommended)	To speed up the exploration process and gain impressions quickly, the recommended best practice is to including a creative pack with experience in Unity's network. For more information on control packs, refer to the Test with a control creative pack section of this documentation.

Prerequisite	Description
Organization budget	To run any user acquisition campaign with Unity, including creative testing campaigns, you need to set up an organization budget . This is also a required step in the creative testing campaign setup checklist.

Make a new Creative Testing campaign

After you've decided which creative packs to test, go to the [Unity Ads User Acquisition dashboard](#), and complete the following steps to start your Creative Testing campaign:

1. Select **Apps** from the secondary navigation menu.
2. Select the desired Android app to view its **Campaigns** page.

Note: If you select an iOS app, creative testing won't be an available campaign goal type.

3. Select **Create** to begin the campaign creation flow.
4. Among the campaign goal options, select **Creative Testing** and select **Next** to begin configuring your test campaign.
5. Optional: You can name your Creative Testing campaign here before configuration. You'll have the option to name or rename the campaign later.

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