



English

App Category targeting best practices

Before configuring App Category targeting, consider these recommended best practices to be sure you make the best choices for your campaign.

Understand combined targeting features

When you use App Category targeting in the same campaign as other targeting features, such as [Source bidding](#), App Category targeting will take precedence over the other feature. For example, if you use App targeting to allow an app, but that app's primary category isn't allowed in your App Category targeting, your campaign won't target that allow-listed app.

Allow-listing categories while using other targeting features

Refer to this table for examples of using App Category targeting together with other targeting features:

Categories selected in category targeting	Apps allow-listed in other targeting features	Apps targeted by the campaign	Apps not targeted by the campaign
<ul style="list-style-type: none"> Game subcategory: Puzzle 	<ul style="list-style-type: none"> Source 111 (game subcategory: Strategy) 	<ul style="list-style-type: none"> All apps with the primary category Game and the subcategory Puzzle 	<ul style="list-style-type: none"> Source 111 Any apps with a subcategory other than Puzzle Any apps with no subcategory information
<ul style="list-style-type: none"> Primary category: Education 	<ul style="list-style-type: none"> Source 222 (game subcategory: Educational) 	<ul style="list-style-type: none"> All apps with the primary category Education 	<ul style="list-style-type: none"> Source 222 (primary category: Game) Any apps with a primary category other than Education Any apps with no category information

Blocklisting categories while using other targeting features

When you block categories using category targeting, sources within those categories will remain blocked when you use other targeting features. Refer to this table for examples of blocking categories while using other targeting features.

Categories blocked in category targeting	Apps allow-listed in other targeting features	Apps targeted by the campaign	Apps not targeted by the campaign
<ul style="list-style-type: none"> Game subcategory: Arcade 	<ul style="list-style-type: none"> Source 333 (game subcategory: Arcade) 	<ul style="list-style-type: none"> All apps with the primary category Game and any subcategory other than Arcade All apps with no category information 	<ul style="list-style-type: none"> Source 333 Any other apps with a subcategory other than Arcade
<ul style="list-style-type: none"> Primary category: Music 	<ul style="list-style-type: none"> Source 444 (game subcategory: Music) 	<ul style="list-style-type: none"> Source 444 (primary category: Game) All apps with a primary category other than Music All apps with no category information 	<ul style="list-style-type: none"> All apps with the primary category Music

Blocklisting sources while using category targeting

When you blocklist individual apps (sources) using App targeting, those sources will remain blocked when you use category targeting. Refer to this table for examples of how blocking source IDs works with category targeting in your campaign:

Categories selected in category targeting	Apps blocklisted in other targeting features	Apps targeted by the campaign	Apps not targeted by the campaign
<ul style="list-style-type: none"> Game subcategory: Puzzle 	<ul style="list-style-type: none"> Source 555 (game subcategory: Puzzle) 	<ul style="list-style-type: none"> All apps with the subcategory Puzzle 	<ul style="list-style-type: none"> Source 555 Any apps without the subcategory Puzzle All apps with no category information
<ul style="list-style-type: none"> Primary category: Education Game subcategory: Educational 	<ul style="list-style-type: none"> Source 222 (game subcategory: Educational) 	<ul style="list-style-type: none"> All apps with the primary category Education All apps with the subcategory Educational (other than Source 222) 	<ul style="list-style-type: none"> Source 222 Any apps without either: <ul style="list-style-type: none"> The primary category Education The primary category Game and the subcategory Educational All apps with no category information

Review performance with Report Builder

To analyze the results of your targeted campaign, use the [Report Builder](#) tool. When you build a [Data cube report](#), use the **Source category** dimension to add category targeting to your report data.

Apps with more than one associated category

Because developers can choose two categories when uploading their product to a store, some apps will have more than one associated category.

When you deliver ads in an app with two categories, report builder records a start for both categories. The total sum of all category-related starts in your data cube reports might be higher than your actual starts.

Apps in the null category

When Unity doesn't have category data for an app, the app is in the Unknown / Null category. You can target null category apps just like any other category in the feature.

By default, category targeting includes the null category. When you review your targeting results in Report Builder, the Null category will appear among the other app categories.

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