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English

Add new install bids

Use these instructions to manually add new bids to your install campaign.

Note: To manually add, edit, and remove bids, you must select Manual as your bid strategy when setting up your campaign.

1. In your campaign settings, go to the **Countries & Bids** section and select **Add countries**.
2. In the country dialog, select the arrow next to each region to view the available countries.
 - You can also type a country in the search box to find specific countries.
 - Selecting the checkbox next to a region selects every country in that region.
3. Select the checkbox next to all countries you want to target in your campaign.
4. To edit the bid value, click in the **Bid** field; highlight the existing value; and type your new preferred bid.

Note: Unity provides default values as a baseline, using average bid values for each region. You will likely want to modify them to fit your individual needs, app type, and marketing strategy.

5. When you have chosen all of the countries you want to target, select Add bids.

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Documentation

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