Unity Documentation

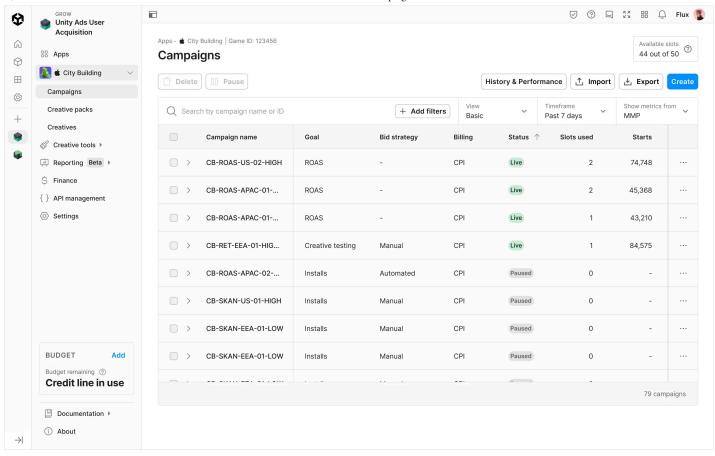Campaign setup ▮ iOS campaign considerations

English

iOS campaign considerations

Your iOS apps have a maximum of 50 advertising slots. All campaigns associated with the same app share these 50 slots. An iOS advertising slot consists of one campaign ID and one creative pack type. When configuring iOS advertising slots, there are two creative pack types:

Creative pack type	Description	Notes
Video + static end card	A video ad followed by an image-type end card	
Video + playable end card	A video ad paired with an interactive demo or an ad with only an interactive playable and no video	This creative pack type includes standalone playable ads that don't contain a video creative.

Slot consumption

Each iOS campaign consumes a maximum of two advertising slots. When you access the **Campaigns** page for an iOS app, the dashboard displays your **Available slots** out of 50. You can also review how many slots each campaign consumes in the **Slots used** column of the Campaigns table.

Slot consumption examples

All iOS campaigns associated with an app consume from the 50-slot limit. Refer to the following examples of how your campaigns consume these slots:

Example app	Live campaigns	Creative packs in each campaign	Creative pack types in each campaign	Advertising slots consumed	Notes
iOS App 1	2	2	- Video + static end card - Video + playable end card	4	Each campaign associated with this app uses two creative pack types and therefore consumes two slots.

Example app	Live campaigns	Creative packs in each campaign	Creative pack types in each campaign	Advertising slots consumed	Notes
iOS App 2	2	25	- Video + static end card - Video + playable end card - Standalone playable	4	**Video + playable end card** creative packs and standalone **Playable** creative packs consume the same advertising slot.
iOS App 3	2	10	Video + static end card	2	Because these campaigns use only one type of creative pack, each campaign consumes only one slot.

Slot cooldown

If you've used all 50 iOS advertising slots and want to use additional advertising slots for your app, you can do one of the following to free up slots:

- Unassign all creative packs of the same type from a live campaign.
- Pause a live campaign.

If you unassign a creative pack from a live campaign but the campaign still has creative packs of the same type assigned to it, unassigning the creative pack won't free up any slots.

When you unassign all creative packs of the same type or pause a live campaign, your freed slots will be available after a 72-hour cooldown period.

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