



Campaign setup ■ Return on Ad Spend campaigns ■ In-app Purchase ROAS campaigns ■
In-app Purchase ROAS campaign best practices

English

In-app Purchase ROAS campaign best practices

Before configuring your in-app purchase ROAS campaign, take some time to review the recommended best practices.

Meet eligibility requirements

Before enabling Audience Pinpointer ROAS campaign goals in a target country, Unity needs to collect data from end users in that country. This group of users is often referred to as a cohort.

Eligibility for In-app Purchase ROAS campaigns comes from 30 days of a mature install cohort. This means you will need to run an install (CPI) campaign through both the maturation period and the eligibility period. For In-app Purchase campaigns, maturation takes roughly ten days, so the eligibility period will take place on days 10 – 40 of your install campaign.

During this eligibility period, your campaign collects data from the cohort to learn more about your ad and its audience. Your campaign fulfills its eligibility once the cohort generates the necessary data.

Refer to the table below for the necessary requirements for each targeted location in your In-app Purchase campaign:

Data collection method	Eligibility requirements
Unity SDK	<ul style="list-style-type: none">10 paying users (all installs, not just Unity-attributed)

Data collection method	Eligibility requirements
	Note: Users must make in-app purchases through the platform provider's store to be considered paying users.
MMP postbacks	<ul style="list-style-type: none">10 paying users (Unity-attributed installs)



Important: Only SDK data accrued from iOS campaigns can be used to meet eligibility requirements at this time. Support for Android campaign SDK data is coming soon.

Understand how billing types affect bids

In Audience Pinpointer campaigns, the CPI bid is the actual bid placed for a new user. The way you pay for this bid depends on your billing type. For CPI-billed (cost per install) campaigns, you only pay the CPI bid when an install occurs. For CPM-billed (cost per thousand impressions) campaigns, you pay an average spend per install, which is usually close to the average CPI bid.

The following table demonstrates how your billing type determines how you pay for installs in an Audience Pinpointer campaign.

Billing type	What you pay
CPI billing	Your CPI bid when an install occurs
CPM billing	An average spend per install

Set appropriate ROAS targets

To make sure you set effective ROAS targets, look at the seven-day ROAS you have historically achieved with similar install campaigns. Set a ROAS target similar to what you have observed in this install campaign.

If you set the target too high, unrealistic user criteria might limit scale and lead to reduced traffic. In general, the higher your ROAS target, the lower your bids, so setting extremely high ROAS targets

yields very low bids that are unlikely to win impressions.

Unity's algorithm predicts seven-day return on ad spend, so allow at least a full week or two using the provided guidelines to let the data mature before adjusting the target up or down based on campaign performance.

Remove allowlists and blocklists

Because Audience Pinpointer campaigns are purely optimized towards users, the recommended best practices is to clear any allowlisted or blocklisted apps for in-app purchase campaigns.

Contact your Unity account representative if you want to retain these lists for your Audience Pinpointer campaigns. For more information, refer to the documentation on [App targeting](#).

Next steps: [Start](#) an In-app Purchase ROAS campaign.

Was this page helpful?

[Report a problem with this page.](#)



Documentation

Copyright © 2024 Unity Technologies

[Legal](#) [Privacy Policy](#) [Terms Of Use](#) [Cookies](#) [Do Not Sell or Share My Personal Information](#)

"Unity", Unity logos, and other Unity trademarks are trademarks or registered trademarks of Unity Technologies or its affiliates in the U.S. and elsewhere ([more info here](#)). Other names or brands are trademarks of their respective owners.