



Campaign targeting ■ Regional targeting

English

Regional targeting

To granularly target or exclude specific states within a country included in your campaign, use Regional targeting.

Prerequisites

To use Regional targeting, you first need to create bids or source bids for specific countries. The countries with bids will then be available in the Regional targeting setup.

Configure Regional targeting

Complete the following steps to configure Regional targeting in the [Unity Ads User Acquisition dashboard](#):

1. Select your desired app and campaign.
2. In the **Campaign** setup page, scroll down to **Other settings** > **Regional targeting**.
3. In the **Regional targeting** section, select **All states** next to any country you'd like to granularly target.
4. In the state search dialog, enable the checkbox next to any states/regions you want to include in your campaign. Alternatively, you can do the following:
 - Disable the checkbox for any states/regions you want to exclude from your campaign.
 - Use **Select all** to enable or disable all regions within a country at once.
5. Select **Save** to keep your changes.

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Documentation

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