



English

Unity Ads User Acquisition billing types reference

Your billing type is determined by your bidding strategy and market. Refer to the following tables for which billing type is associated with each bidding strategy and market.



Note: Audience Pinpointer campaigns use the automated bidding strategy by default. For install campaigns, you determine your bidding strategy when creating your campaign.

Bidding strategies

Unity supports two strategies for user acquisition bidding. These strategies are associated with particular billing types.

Automated bidding

This table demonstrates how iOS and Android campaigns using an Automated bidding strategy are billed.

Market	Billing type	Notes
iOS	Cost per mille (CPM)	

Market	Billing type	Notes
Android	Cost per install (CPI)	CPI billing for Android campaigns using an automated bidding strategy is a beta release. The features and documentation might change between now and the next release.

Manual bidding

This table demonstrates how iOS and Android campaigns using a Manual bidding strategy are billed.

Market	Billing type
iOS	Cost per mille (CPM)
Android	Cost per install (CPI)

Billing types

The **Campaign details** section of your **Campaign settings** displays your campaign billing type. Unity supports two billing models:

Billing type	Description
Cost per install	CPI billing Only charged when an install is attributed to your campaign
Cost per mille	CPM billing Cost per thousand impressions (ad views) Charged based on impression volume

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Documentation

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