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Start an In-app Purchase ROAS campaign

English

Start an In-app Purchase ROAS campaign

To set up your In-app Purchase ROAS campaign, do the following in the **Unity Ads User Acquisition dashboard**:

1. Go to **Apps** from the secondary navigation menu.
2. Select the app you want to advertise to open the **Campaigns** page.
3. Select **Create** to configure a new campaign.
4. In the **Create a campaign** dialog, select **Return on Ad Spend** as your campaign type.
5. Select **Next** to choose your optimization type.
6. Select **In-App Purchases** as your optimization.
7. Select **Next** to save your selections and name your campaign.
8. In the **Countries & Targets** section of the campaign setup, select **Add** to choose which countries your campaign will target.
9. Select **Save** to keep your changes.

 **Important:** If you haven't reached the minimum data threshold required to start a ROAS campaign, the respective optimizations will be unavailable. For more information, refer to [In-app purchase ROAS campaign best practices](#).

Configure day-seven ROAS targets

In your In-app Purchase campaign setup, do the following to configure your ROAS targets:

1. Go to the **Countries & Targets** section of the campaign setup.
2. Select **Adjust** to edit the settings for each country in your campaign.

3. In the **D7 ROAS target** column for each country, enter the percent of your spend you expect to get back.



Note: Unity provides a suggested ROAS target for each country. This amount is based on the predicted revenue that users in that region will generate.

4. Select **Save** to keep your changes.

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