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Start a Level Complete campaign

English

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Creating a Level Complete campaign consists of setting up your MMP dashboard configuration to pass post-install data to Unity, and then creating a Level Complete campaign from the Unity Ads User Acquisition dashboard.

Set up your MMP integration

To set up a supported MMP integration with Unity to track and pass post-install data for Level Complete, refer to pass post-install events using [AppsFlyer](#), [Adjust](#), and [Singular](#), respectively. These instructions cover the necessary steps to link the MMP dashboard with your app using the Unity Ads Game ID field. The articles also describe how to add event postback information, including the in-app event name, event type, and whether sending revenue is enabled.



Note: If you map multiple events to Level Complete in an MMP integration, by default Unity will optimize for the first occurrence. If you're interested in testing or optimizing with multiple level or milestone targets, select **Event Name Targeting** when setting up your Level Complete campaign. For more best practice tips, refer to [Level Complete campaigns best practices](#).

Map to a Level Complete event in AppsFlyer

When creating a Level Complete campaign, use the following steps to map an MMP Level Complete event in your MMP dashboard to a partner event:

1. Log in to your AppsFlyer dashboard and navigate to the **Integration** tab.
2. If you aren't already set up with AppsFlyer as an MMP, refer to [Pass post-install events using AppsFlyer](#) documentation.

3. Complete the fields, as applicable: **AppsFlyer event**: select an **sdk_event_name** Mapped to **partner event**: select **Level Complete**

If you intend to use the Event Name Targeting option, complete this additional step:

1. For all of your relevant level or milestone-based AppsFlyer events, ensure the **mapped to partner event** column is mapped to **Level Complete**.

Map to a Level Complete event in Adjust



Note: If you aren't set up with Adjust as an MMP, refer to the [Pass post-install events using Adjust](#) documentation.

1. Log in to your Adjust dashboard and navigate to **Partner Parameter Mapping**.
2. Navigate to the **Unity Ads** tab, then to the **Unity Ads - Event Linking** section.
3. Use the free-form custom field to enter the name of the Level Complete event following this naming convention: **level_complete_nameOfEvent** (for example, **level_complete_doneTutorial**)
4. Repeat Step 3 for each Level Complete event you want to integrate with Adjust.
5. Click **Save**.

In the User Acquisition dashboard, when you create a Level Complete campaign and select a Standard Event with Event Name targeting, you will see the event you created in the Adjust dashboard identified only by its event name. For example, if in the Adjust dashboard, you named the Level Complete event as **level_complete_20gamesplayed**, in the User Acquisition dashboard, you'll see **20gamesplayed**.

Map to a Level Complete event in Singular




Note: If you aren't set up with Singular as an MMP, refer to [Pass post-install events using Singular](#) documentation.


1. Log in to your Singular dashboard and navigate to the **Partner Configuration** section.
2. Complete the fields, as applicable:

In-app (SDK) event name: select **sdk_event_name** **Event Name:** select **Level Complete**

Sending new event data to Unity

 **Important:** This section applies to Advertisers sending new events for specific targeting under Event Name Targeting.


Expect a 14-day learning period when you successfully map one or more new events to Unity from AppsFlyer or Adjust for Event Name Targeting. The 14-day learning period starts when the new event is successfully passed to Unity and is not dependent on usage of the new event in a Level Complete campaign.

 **Note:** Performance will improve as Unity collects more data from newly mapped events.

You can choose one of two options when setting up your Level Complete campaign:


Action	Outcome
Start a Level Complete campaign using the new event when it's available on the Grow dashboard, up to 72 hours after the MMP setup.	The campaign performance will improve as D7 outcomes for a specific SDK_event are added to the model.
Wait to start a Level Complete campaign 9-14 days after the MMP setup.	The campaign will start based on the model predictions for each targeted SDK_event .

Create a Level Complete campaign in the User Acquisition dashboard

 **Note:** If you aren't able to see the option to create a limited Open Beta Level Complete campaign, ensure your Unity account manager or Unity Support has enabled this feature for you, and that you meet the eligibility criteria to use it.

1. Log in to the [Unity Cloud dashboard](#) and navigate to the User Acquisition dashboard.
2. Click **Apps** from the side navigation and select your app.
3. From the Campaigns page, click **Create**.

4. Click **Event Optimization** from the **Audience Pinpointer Campaign Types** section, then click **Next**.
5. Select the **Level Complete** optimized campaign option. The Event Name Targeting section will appear. If you're interested in testing or optimizing with multiple level or milestone targets, select **Target Specific Events** to enable the multiple specific events.
6. From the Campaigns page, select the Level Complete campaign you created to set the **Country** targeting and **target cost per event per country**.

 **Note:** By default, Unity optimizes for the first occurrence of a Level Complete event, so if your goal is to optimize for one or more events, you'll need to define it at the campaign creation stage in the User Acquisition dashboard.

Best practices for Level Complete campaign set up

Run multiple Audience Pinpointer campaigns

To maximize the required qualified events and user acquisition efforts in general, you can run optimized campaigns, like Level Complete, in parallel with other Audience Pinpointer campaign types, such as Retention and ROAS. There are no restrictions to running multiple Audience Pinpointer campaign types simultaneously to run a Level Complete campaign.

Use Target Cost per Event for the price paid per event

Start with a low target price and slowly increase it, increasing tCPE 10% per day until your Daily Spend is reached.

Refer to the Level Complete Cost by dX metric in Acquire to evaluate historical observed CPE for the intended `game_id` and `country`.

Set your Daily Budget to allow for exploration

If your Daily Budget is large enough, it will allow for a healthy exploration of users. It's recommended to set a cap 10 to 20 times your tCPE goal with a minimum of \$500 per day.

Best practices for campaign optimization

- It's recommended you wait the full week for D7 data to accumulate before making any changes to your Level Complete campaign. This will allow your Unity account manager or Unity Support to provide meaningful analysis and recommendations based on a more complete set of data, and make manual adjustments to your campaign, if applicable.
- If you're not reaching ROAS goals, review your Level Complete Cost and Rate metrics. If they're performing better than other campaign types, you may have chosen an event with correlation to revenue outcomes, or possibly the event rate has no room for optimization.
- At the beta stage, your Unity account manager or Unity Support can directly assist and recommend adjustments for optimization, while respecting your max tCPE and daily budget caps.

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