Unity Documentation

Live campaign management ▌Bulk Campaign Management tool ▌
Campaign management templates ▌Campaign setups template reference

English

Campaign Setups template reference

After you've downloaded the Campaign Setups template, use the following reference table to populate it with data for your campaigns.

Column header	Description	Type	Notes
Campaign ID	The Campaign ID must match an existing campaign. If you leave this field empty, the bulk campaign upload tool automatically generates a new campaign with a corresponding Campaign ID	string	
Campaign name	The name of the campaign	string (max 255 characters)	
Scheduling start	The date and time (UTC) for the campaign to start	YYYY-MM-DD HH:MM:SS	
Scheduling end	The date and time (UTC) for the campaign to end	YYYY-MM-DD HH:MM:SS	

Column header	Description	Type	Notes
Status	The [status](#) of the campaign The following statuses are available: - `live` - `paused` - `Daily capped` - `Geo capped`	string	
Campaign goal	The [goal](#) of the campaign The following goals are available: - `installs` - `retention` - `roas`	string	
ROAS Optimization types	The campaign's ROAS optimization type (if applicable) The following types are available: - `iap` - `adRevenue`	string	
Creative pack IDs	The ID for the creative pack(s) associated with the campaign, separated by commas	string	This field is required for campaigns to go live.
Size	The targeted device size(s), separated by commas The following sizes are available: - `small` - `normal`	string	

Column header	Description	Type	Notes
	• `large` • `xlarge` •		
Density	The targeted device resolution(s), separated by commas The following resolutions are available: • `ldpi` • `mdpi` • `hdpi` • `xhdpi` • `xxhdpi` • `xxxhdpi`	string	
Min OS	The minimum targeted operating system version	float	Use `latest` to indicate the most recent supported OS.
Max OS	The maximum targeted operating system version	float	Use `latest` to indicate the most recent supported OS.
Connection type	The targeted device network connection(s), separated by commas The following connections are available: • `cellular` • `wifi`	string	

Column header	Description	Type	Notes
Limited Ad Tracking	The targeted device Limited Ad Tracking (LAT) setting(s), separated by commas The following settings are available: • `LAT` • `non-LAT`	string	
Start attribution URL	The campaign's Start attribution tracking URL	string	
View attribution URL	The campaign's View attribution tracking URL	string	
Click attribution URL	The campaign's Click attribution tracking URL	string	This field is required for campaigns to go live.
Blocklisted source app IDs	The blocked source app ID(s), separated by commas	string	This field is disabled if you've populated the `Allowlisted` field. Source app IDs are case-sensitive
Allowlisted source app IDs	The allowed source app ID(s), separated by commas	string	This field is disabled if you've populated the `Blocklisted`

Column header	Description	Type	Notes
			field. Source app IDs are case-sensitive
Budget ID	This read-only field is ignored on import.	string	

Add new campaigns

To upload new campaigns, leave the Campaign ID column empty (the bulk campaign upload feature automatically generates this value when you import the file). Configure the other columns by directly entering values in the appropriate cells of the spreadsheet.

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