Unity Documentation

Campaign setup ▎ Event campaigns ▎ Payer campaigns ▎ Payer campaign best practices

English

Payer campaign best practices

Before setting up your Payer campaign, review the following best practices to ensure you make the best choices for your campaign.

Eligibility criteria for Payer campaigns

⚠️ **Important**: To get started with the closed beta Payer campaign feature for your app, contact your Unity account manager or Unity Support to enable this feature on the Unity Ads User Acquisition dashboard at the organization-level if you meet the following requirements in your app to use it.

You must meet the following requirements to use Payer campaigns:

- Use AppsFlyer, Adjust, or Singular as MMPs
- Run Cost Per Install (CPI) or Audience Pinpointer campaigns (if eligible) to send `install` and `purchase` post-backs from a supported MMP attributed to Unity within 7 days of install. This is known as a qualified event. There's a minimum requirement of 10 qualified events within 28 days per `game_id` and `country`.

Best practices to meet Payer eligibility criteria

Get enough qualified events

If you are set up to use Audience Pinpointer campaigns already, run Retention, ROAS, or Cost per Install (CPI) campaigns to generate Purchase events attributed to Unity until you meet the required

minimum 10 qualified events within 28 days. For more information on how to set up install and Purchase MMP post-backs from AppsFlyer, Adjust, and/or Singular to attribute installs to Unity, refer to [Set up your MMP integration](#).

Map all relevant purchase event names in your MMP dashboard

When setting up your MMP dashboards to pass post-install data to Unity, it's recommended to map all purchase `sdk_event_name` to the partner event name field. This lets you proactively meet the required minimum qualified events and fulfill the Payer eligibility criteria, and maximize payer-intent signals for your app.

> **Note**: It's not mandatory to set the `include values and revenue` field because it doesn't impact performance unless you intend to run IAP campaigns in parallel to Payer campaigns. If you're running IAP campaigns at the same time as Payer campaigns, you must set the `include values and revenue` field to optimize on the value of a purchase.

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