Unity Documentation

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English

Playable ad best practices

Consider the following when configuring your playable assets.

mraid.open

To redirect a user on click, use the `mraid.open` method with the URL string for your game's app store page.

```
case "Android":mraid.open("https://play.google.com/store/apps/details?id

case "iOS":mraid.open("https://itunes.apple.com/us/yourgame?mt=8");
```

Bootstrap

Consider the following example of how to initialize the playable ad.

```
// Wait for the SDK to become ready:
function Start() {
    if (mraid.getState()==='loading') {
        // If the SDK is still loading, add a listener for the 'ready' e
        mraid.addEventListener('ready', onSdkReady);
        // Otherwise, if the SDK is ready, execute your function:
    } else {
        onSdkReady();
    }
}
```

```
// Implement a function that shows the ad when it first renders:
function onSdkReady() {
    // The viewableChange event fires if the ad container's viewability
    // Add a listener for the viewabilityChange event, to handle pausing
    mraid.addEventListener('viewableChange',viewableChangeHandler);
    // The isViewable method returns whether the ad container is viewabl
    if (mraid.isViewable()) {
        // If the ad container is visible, play the ad:
        showMyAd();
    }
}


// Implement a function for executing the ad:
function showMyAd() {
    // Insert code for showing your playable ad.
}


// Implement a function that handles pausing and resuming the ad based o
function viewableChangeHandler(viewable) {
    if(viewable) {
        // If the ad is viewable, show the ad:
        showMyAd();
    } else {
        // If not, pause the ad.
    }
}
```

Notes:

- The Unity Ads SDK controls the ability to skip through an ad.
- Don't use automatic redirection to the app store. The ad may not open the app store automatically, or with the very first touch by the user.
- Start, view, and click attribution occurs server-side.
- For more detailed information about playables, refer to the [Playable Ads on Unity](#) documentation.

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