



English

# Choosing a campaign type

Choose the best user acquisition campaign for your goals.

## Campaign goals

Different advertising campaigns might have different goals. The default campaign type optimizes for app installs, but you can also create campaigns that optimize for retention (targeting users that are likely to stay in your game for seven or more days) or revenue (generating revenue from users either making in-app purchases and/or watching ads). Choosing the right goal is the first step in creating an effective campaign.

## Install campaigns

This campaign's goal is to generate as many installs for your app as possible.

## Audience Pinpointer campaigns

To enable Return on Ad Spend, Retention, or Event campaign goals, you must pass post-install events to Unity, and, in most cases, run Install campaigns until you meet eligibility criteria. Unity supports post-install event passing through the Unity Ads SDK, or selected MMP integrations. For more information, refer to the documentation on [Audience Pinpointer](#).

## Creative testing campaigns

This campaign's goal is to provide an equal exploration of your creative packs, so each creative pack should receive an even number of impressions within a timeframe of your choice. Use this campaign goal type when you want to compare how your creative packs perform with a particular audience so you can improve your user acquisition strategy. To learn more, refer to the [Creative testing campaigns](#) documentation.

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## Documentation

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