



English

Analyzing Creative Testing campaign results

Once you have gathered enough impressions in your test campaign, you can begin analyzing the data. Use the following information to help you interpret the results of your Creative Testing campaign.

Sufficient data threshold

Stop your Creative Testing campaign when it has yielded enough impressions to examine and compare the results. The best way to decide whether your test campaign has enough data is to use a reputable sample size calculator. To read more about sample size calculators, refer to the [Calculate sample size](#) section of this documentation.

Generate test campaign reports

The simplest way to compare your creative packs' performance in a Creative Testing campaign is through the overview report available in the **Creatives** section of the Creative Testing campaign details. In this overview table, you can compare the relevant metrics of a test campaign, such as conversion rate, starts, clicks, and installs.

To generate a full report, you can use the Report Builder tool, which now has a new campaign goal type: **Creative Testing**. To learn more about Report Builder and how to use it, refer to the [Reporting](#) documentation.

Performance Indicators

In a traditional user acquisition campaign, you use Key Performance Indicators (KPIs) to decide how effectively your campaign is performing. In a Creative Testing campaign, the performance indicators will be up to your discretion. By conducting your test campaign with a hypothesis in mind, you can decide which metrics are most relevant to your experiment.

For example: In the creative pack overview available in Creative Testing campaigns, you can compare metrics like conversion rate, clicks, and installs. If you want to test which of your creatives achieves the greatest conversion rate, that will be the primary performance indicator for your campaign.

In contrast, you can run a campaign that focuses on how many clicks each creative pack generates. For whichever test metric you choose, utilizing a control creative pack will help you find a performance baseline.

Next steps: [Start](#) your Creative Testing campaign.

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Documentation

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