



Bids ■ ROAS targets

English

ROAS targets

A return on ad spend (ROAS) campaign goal targets users who are predicted to generate revenue through in-app purchases or by watching ads. This type of campaign strategy uses dynamic bids to acquire users at the best price. A ROAS campaign goal includes two optimization types: in-app purchases (IAP) and ad revenue.

Whether you specify an ad revenue or in-app purchase optimization type, revenue-based campaigns can help you to achieve your return on ad spend (ROAS) campaign goals. Another way to describe this campaign strategy is the revenue a player generates in their first seven days playing your game, divided by the cost to acquire that player.

For instructions on how to set your ROAS targets, refer to the [Audience Pinpointer](#) documentation for your optimized campaign type.

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