

Getting started ■ Set up the Unity Ads User Acquisition dashboard

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English

# Set up the Unity Ads User Acquisition dashboard

With the [User Acquisition dashboard](#), quickly and easily create high-performing advertising



Unity Documentation

## Create a Unity Developer ID

To start using User Acquisition, you need a Unity developer ID. See the [Unity Gaming Services overview](#) documentation to learn more about creating Unity IDs and working with organizations.

### Create a Unity ID

To start using Unity Gaming Services with your projects, you'll need to create a Unity ID. There are two ways to create a Unity ID:

- Create an account on the [Unity ID portal](#).
- Create an account in the Unity Hub by selecting the profile icon, then Sign in.

When you're prompted to log in, select the create one link, then follow the instructions to provide your email, password, username, and full name. When you create an account, Unity generates a personal organization associated with your ID and username.

You can manage your account and organization in the Unity ID portal. You can also use your Unity ID to log in to [Unity Cloud](#), to manage your organization's projects and services.

# Create and edit organizations

When you create a Unity ID, a personal organization linked to your account is automatically created. However, you can create as many organizations as you want.

## Create organizations

To create an organization from the [Unity ID portal](#): Select **Organizations** from the left navigation bar. On the **Organizations** page, select **+ Add new**. On the **Create Organization** page, enter the name of your organization and select an industry, then select **Create**.

## Edit organizations

As the owner of an organization, you can edit the name, industry, and address of the organization at any time. To do so from the Unity ID portal:

- Select **Organizations** from the left navigation bar.
- On the **Organizations** page, select the organization you want to edit, or select its settings icon.
- In the **Organizational Details** section, select **Edit**.
- Edit the information you want to change, then select **Save**.

For information about modifying additional details from the **Organizations** page, see documentation on [subscriptions](#) or [members, groups, and roles](#).

## Delete organizations

To delete an organization from the Unity ID portal:

- Select **Organizations** from the left navigation bar.
- On the **Organizations** page, select the organization you want to delete.
- Select **Delete Organization** from the left navigation bar.

# The Apps page

After you've created and verified your account, you can start adding apps to the [User Acquisition dashboard](#). Use the Apps page to add, manage, and review your apps.

## Add new apps to the dashboard

To add a new app to your organization, do the following from the **Apps** page of the [User Acquisition dashboard](#):

1. Select **Add a new app**.
2. In the **Add a new app** dialog, enter the app's store URL.
3. Select **Add app** to continue.

### Adding apps not published globally

If you haven't launched your app globally but it's available in a specific country, the standard store URL won't save. You'll receive the error message **Unfortunately we were unable to find information for the following Store ID** when you enter the store URL.

To avoid this error, ensure you add the app's store URL from the specific country's store page where it's available. A correct country store page URL includes the country code.

Refer to the following examples of where to find the country code in store URLs:

Platform store	Example URL	Notes
Apple App Store	<code>https://apps.apple.com/&lt;country-code&gt;/app/&lt;store-id&gt;</code>	The country code is located after the base URL string, <code>https://apps.apple.com/</code>
Google Play Store	<code>https://play.google.com/store/apps/details?id=&lt;store-id&gt;&amp;gl=&lt;country-code&gt;</code>	The country code is located at the end of the URL.

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