




Creative packs setup ■ Making creative packs ■ Add a playable creative

English

Add a playable creative

To compose a creative pack with a playable creative, do the following from the **Creative Packs** page:

1. Select **Create**.
2. From the drop-down menu, select Playable. A dialog will appear for configuring a playable ad creative pack.

 **Note:** If the control for adding playable ads doesn't display for you, please contact Support.

3. In the pop-up window, enter a creative pack name.
4. Select a playable type (**Responsive** or **Portrait and Landscape**).
5. Upload your playable assets. Enter the required information for each asset (refer to the documentation on playable ad specifications for more information).
6. Select **Upload** to upload a file, or **Add by URL** to add a file hyperlink. Toggle between Responsive or Portrait & landscape to indicate the shape of the playable ad. For a square ad, choose Responsive.
7. Select the playable language, then select **Create** to save.

Create new creative pack - Playable

Select creatives and assign language for moderation

Creative pack name



We recommend testing playables before uploading with our **Ad Testing** app, for **iOS** and **Android**.



Playable

The playable asset has to be a single, inlined HTML file that adheres to the MRAID 2.0 specification. It should also be minified. The maximum file size is 5MB. [More guidelines](#)

Note: We recommend using playable assets that have a clear call to action button. On iOS, unintentional clicks taking the user to the app store may lead to poor campaign optimization and higher effective cost per installs.

Please select the playable type before uploading.
We use this information to show correct playable for each orientation.

Select playable type ▼

When uploading creative assets, please observe [Unity's advertising content policy](#) and [checks during the moderation process](#)

Cancel **Create**

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No

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Documentation

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