



Campaign setup ■ Return on Ad Spend campaigns ■ Hybrid ROAS campaigns ■  
Introduction to Hybrid ROAS campaigns

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English

# Introduction to Hybrid ROAS campaigns

As with other ROAS campaigns, Hybrid campaigns are optimized toward generating a return on your user acquisition spend. In a Hybrid ROAS campaign, Unity's models optimize toward acquiring the following kinds of users:

- Users who are more likely to make purchases in your app
- Users who are more likely to watch ads in your app
- Users who are more likely to both make purchases and watch ads in your app

The return on your investment is the revenue generated through in-app purchases and ad views. You can also understand this as the following equation:

$$\text{ROAS} = \text{revenue generated by a user watching ads and making purchases in your app} \div \text{cost to acquire that user}$$

When you configure your Hybrid ROAS campaign, you will set a ROAS target to determine what percentage of your user acquisition bid you want to receive back in revenue. The ROAS target you select is tied to a specific optimization window, or time interval.

For example, if you set a 10% D7 ROAS target, your campaign will target users most likely to generate 10% of the cost you paid to acquire them within the first seven days using your app.

## Day-seven ROAS targets

Hybrid campaigns are based on a seven-day optimization window. When you run a day-seven (D7) hybrid campaign, Unity's models optimize toward acquiring the users who are more likely to make

purchases in your app and/or are more likely to watch ads in your app during the first seven days after the download, based on the return on ad spend target you set.

To configure a D7 ROAS campaign, you will set a **D7 ROAS target** for each of the countries targeted in your campaign. This number is the preferred, realistic percentage of your ad spend that you would like to get back after the user's first seven days in your app.

The Unity model will adjust your bids for high-quality users in Audience Pinpointer campaigns. It does this by adjusting your bid based on how much revenue the user is predicted to generate.

When a campaign is constrained by its daily budget, we dynamically increase your ROAS goal to achieve higher returns where possible.

**Next steps:** Review the Hybrid ROAS campaign [best practices](#).

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## Documentation

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