



开发者后台操作手册

2021.09

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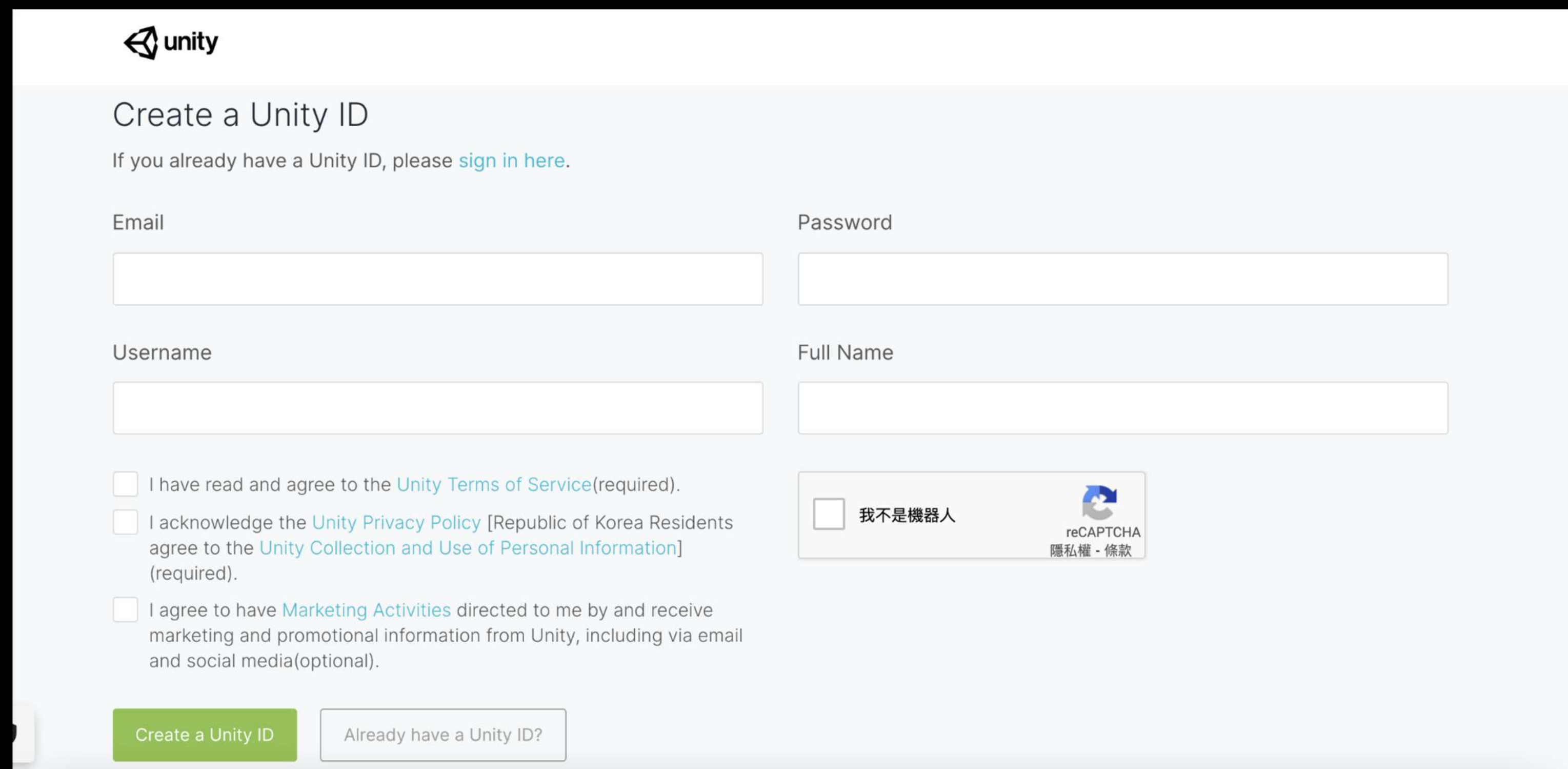
Unity ID

Unity ID是您使用所有Unity服务的身份识别ID.

如果您还没有Unity ID, 请注册:
<https://id.unity.com/>

注册需要您:

- 同意Unity服务条款
- 通过I'm not a robot验证



The screenshot shows the Unity ID registration page. At the top left is the Unity logo. The main heading is "Create a Unity ID", with a link to "sign in here" for existing users. The form contains several input fields: "Email", "Password", "Username", and "Full Name". Below these are three checkboxes for terms and conditions: "I have read and agree to the Unity Terms of Service (required)", "I acknowledge the Unity Privacy Policy [Republic of Korea Residents agree to the Unity Collection and Use of Personal Information] (required)", and "I agree to have Marketing Activities directed to me by and receive marketing and promotional information from Unity, including via email and social media (optional)". On the right side, there is a reCAPTCHA widget with the text "我不是機器人" (I am not a robot) and "reCAPTCHA 隱私權 - 條款" (reCAPTCHA Privacy Policy - Terms). At the bottom, there are two buttons: a green "Create a Unity ID" button and a white "Already have a Unity ID?" button.

开发者广告后台

Unity 后台整合了包含投放、变现、Multiplayer ... 等服务，可在左边栏位选择变现业务：

<https://dashboard.unity3d.com/monetization>

The screenshot displays the Unity Monetization dashboard. On the left is a dark sidebar with a 'Unity Dashboard' header and a 'Main Menu' containing 'Projects', 'Explore Services', and 'Help and Support'. Below this are 'Suites' including 'Analytics', 'DevOps', 'LiveOps', 'Growth', 'Monetization Ads' (highlighted with a red box), and 'Multiplayer'. The main content area is titled 'Monetization' and shows 'CURRENT PROJECT' with a message 'This project does not have Ads enabled.' and an 'Enable Ads' button. Under 'ORGANIZATION', there are links for 'Organization Overview', 'Unity Ads Reporting', and a 'Setup' dropdown menu with options like 'Email & CSV Export', 'Geo Collections', 'Finance', 'Test Devices', 'API Access', and 'Organization Settings'. At the bottom of the main area, there are links for 'Integration Guide for Unity (C#)', 'Integration Guide for iOS (Objective-C)', and 'Integration Guide for Android (Java)'. A section titled 'What is Monetization?' explains that Unity Monetization allows developers to earn revenue from their games. A 'Learn More on Unity.com' link is provided at the bottom.

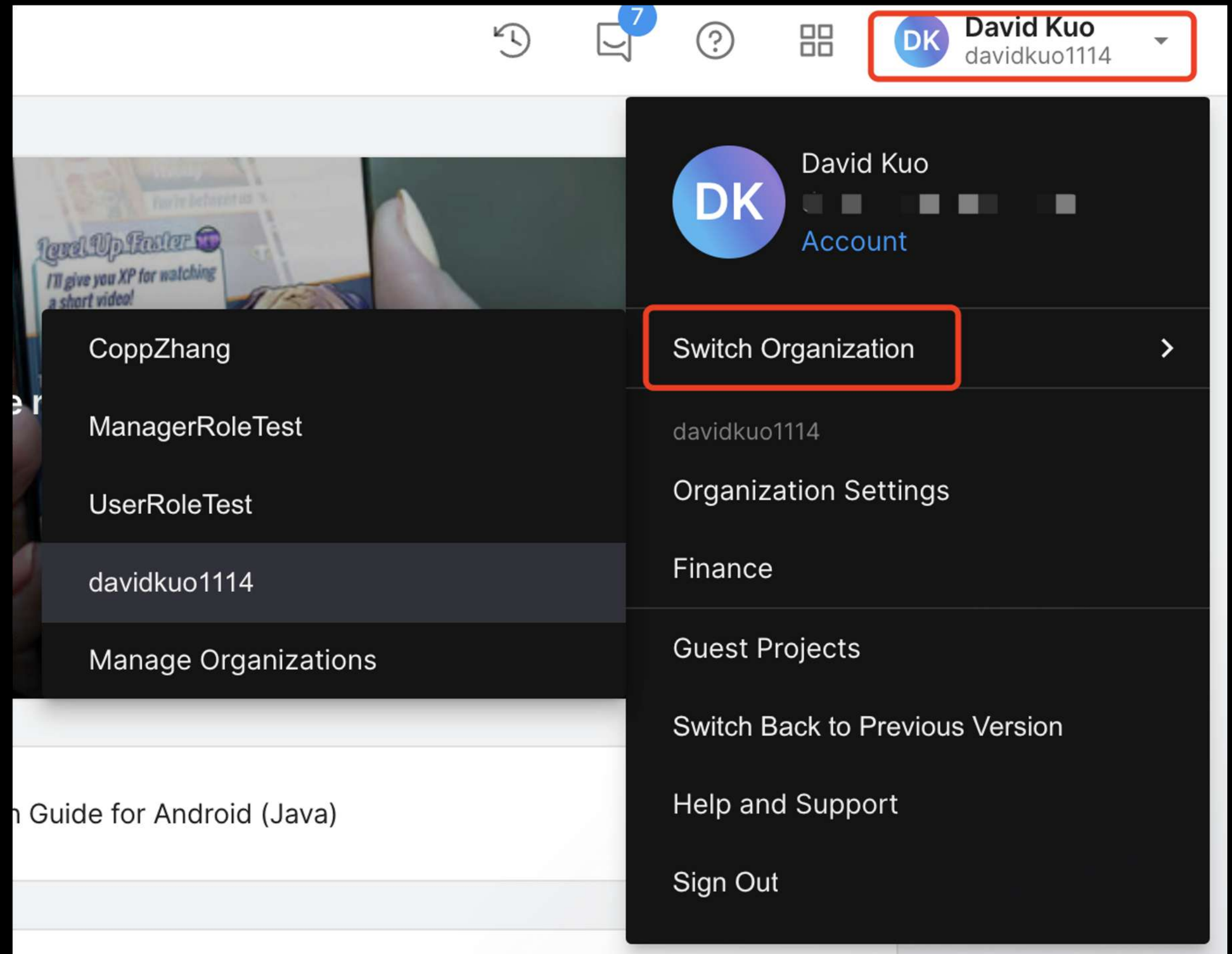
组织

- 切换Organization
- Organization收入报表
- Organization收入报表Filter
- 广告数据导出
 - 邮件自动发送
 - 手动下载
 - 广告数据导出样表 (RAW DATA.csv)
 - Stats API (数据报告 API)
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- 查看收入
- 地区合集



切换Organization

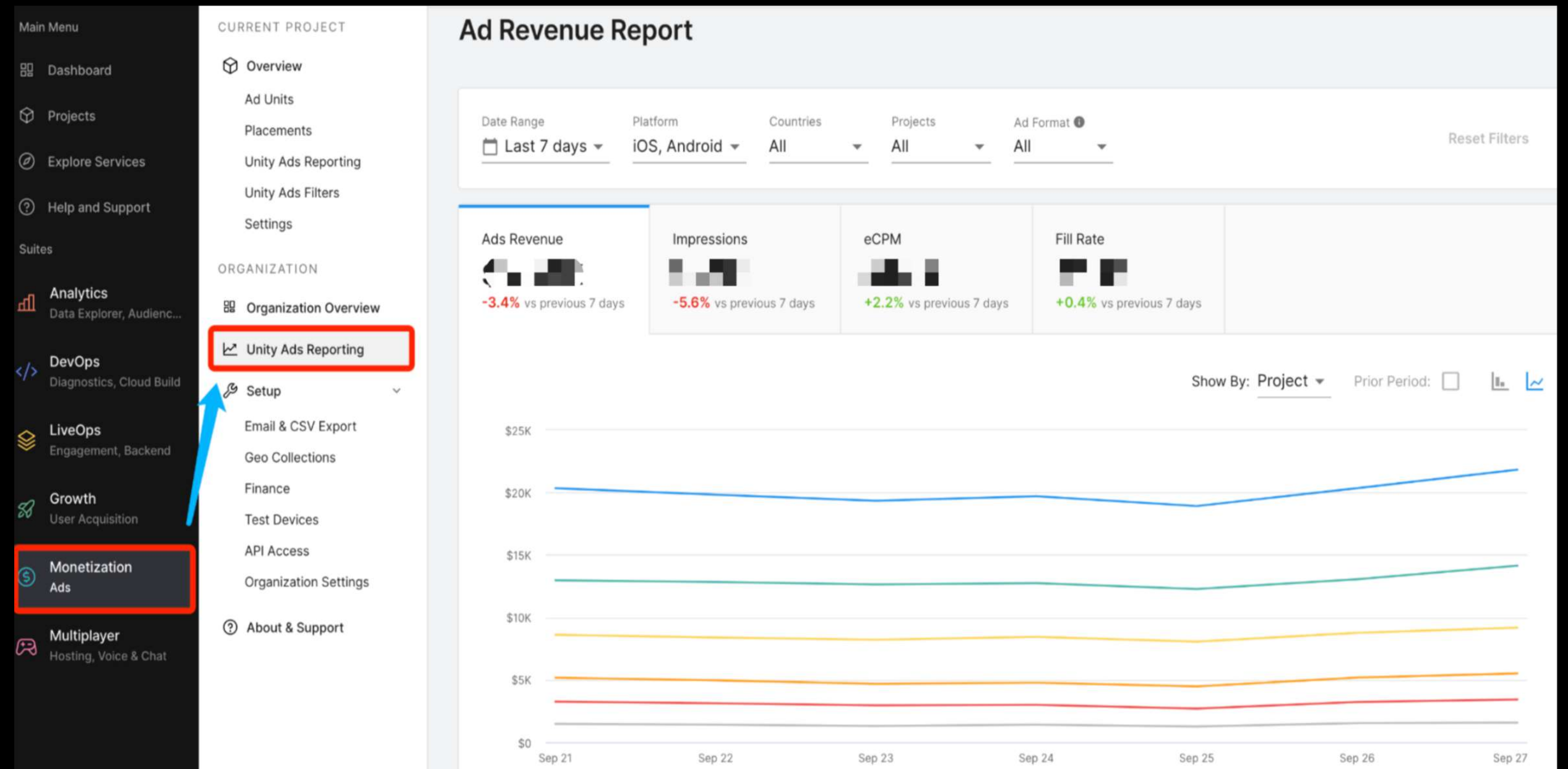
您可以点击右上角账号下拉选项，
在下拉列表中点击Switch Organization
切换同一Unity ID下的组织。



Organization收入报表

这里您可以查看当前组织 Organization 下所有项目 Project 的收益状态，支持针对需求做筛选。

提示：
查看DAU、New Users数据需要您使用Unity Analytics。



Organization收入报表Filter

The screenshot shows the filter interface for the Organization Revenue Report. At the top, there are five filter categories: Date Range (日期), Platform (平台), Countries (国家), Projects (项目), and Ad Format (广告形式). Each category has a dropdown menu. A 'Reset Filters' button is located on the right side of the filter bar.

Below the filter bar, five panels show the expanded options for each filter category:

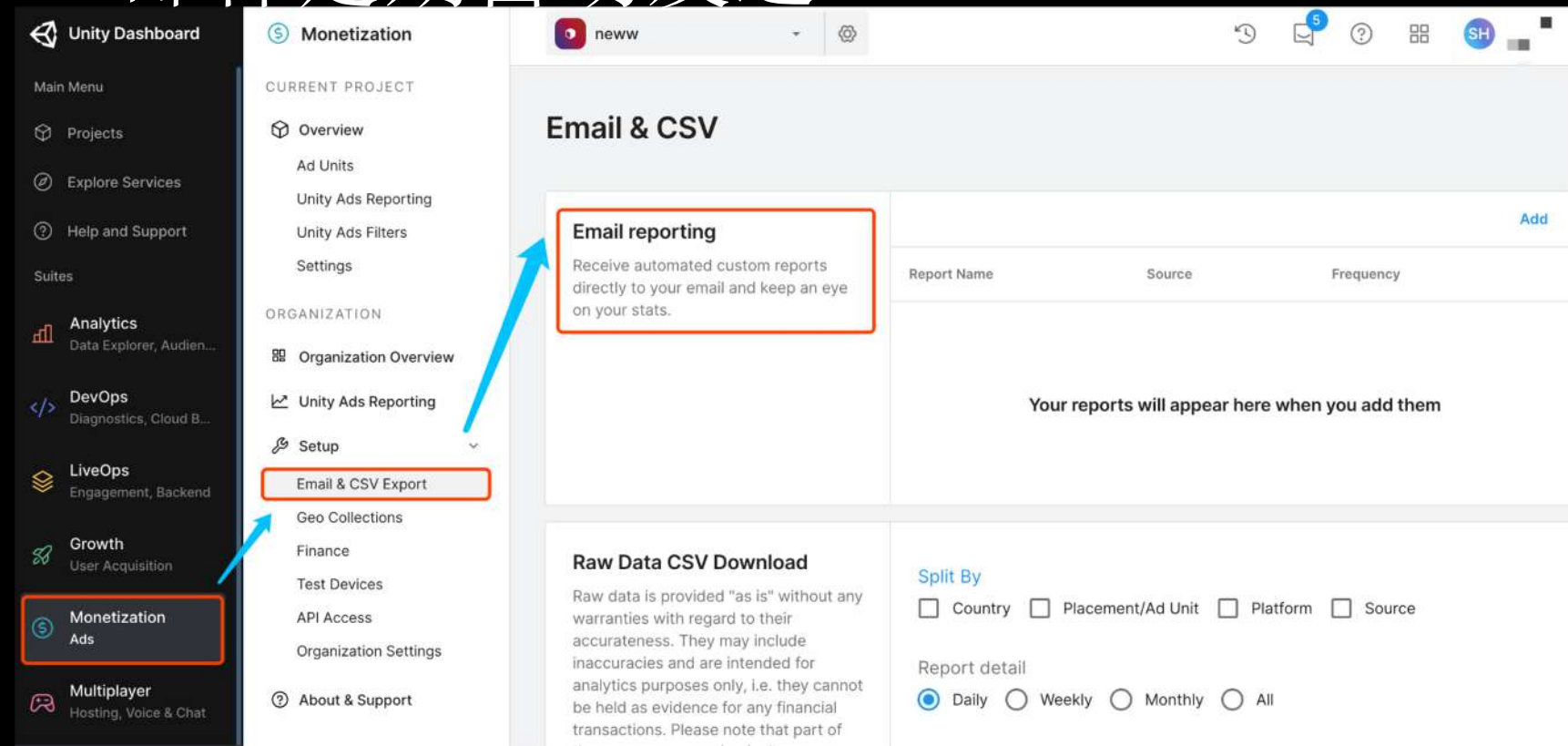
- Date Range (日期):** Includes Today, Last 7 days, Last 14 days, Last 30 days, Last 90 days, and Custom (自定义). A red box highlights the 'Custom' option, which leads to a calendar view for September and October 2021.
- Platform (平台):** Includes All, Android, and iOS.
- Countries (国家):** Includes a search bar and a list of countries: All countries, United States, United Kingdom, Japan, and Australia. Each item has a checked checkbox.
- Projects (项目):** Includes a search bar and a list of projects: All projects, IAPTestIOS, Distance, New Unity Project (5) (1), and New Unity Project (5). Each item has a checked checkbox.
- Ad Format (广告形式):** Includes All, Rewarded, Interstitial, and Banner.

The Unity logo is visible in the bottom left corner.

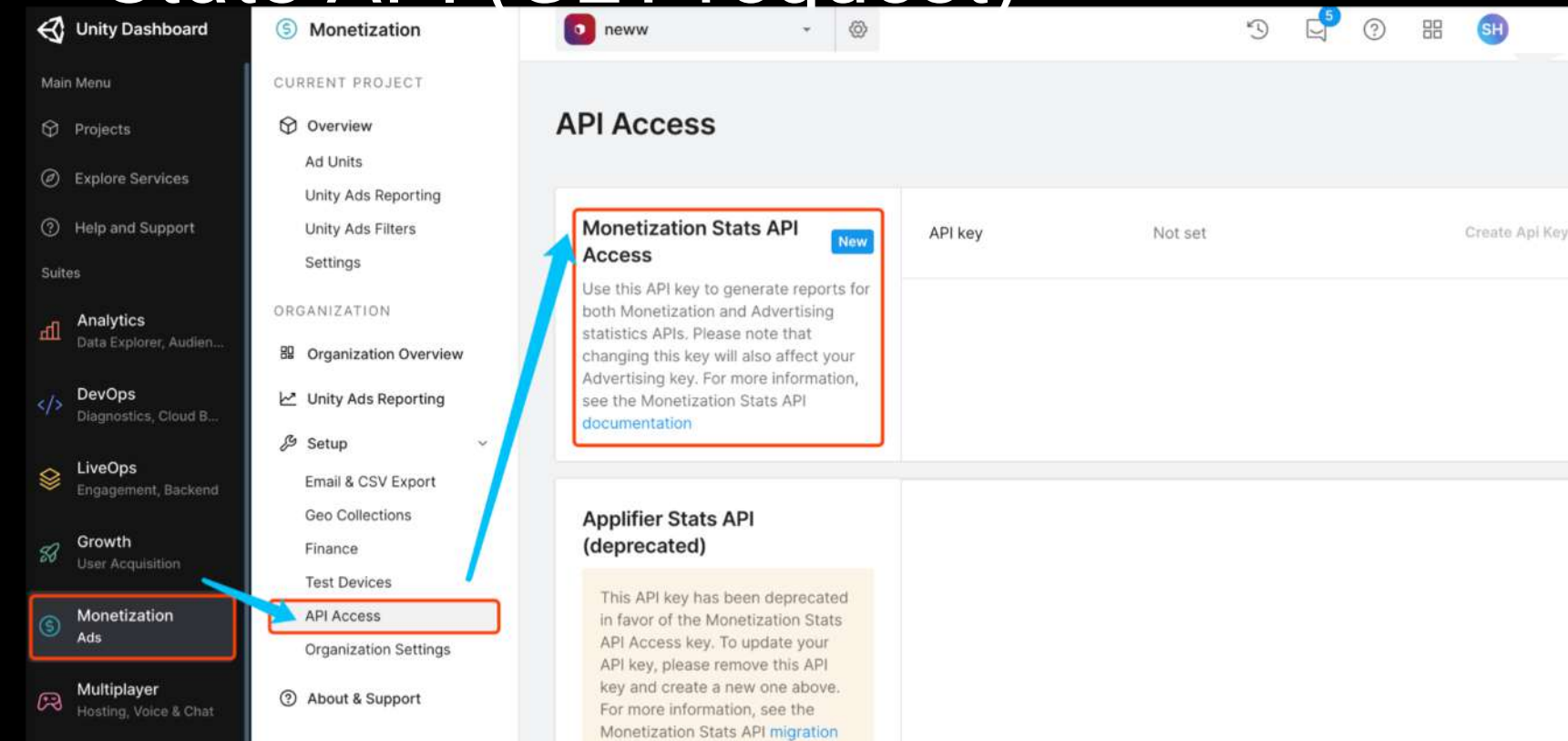
广告数据导出

您可以通过以下3种方式获取CSV广告数据:

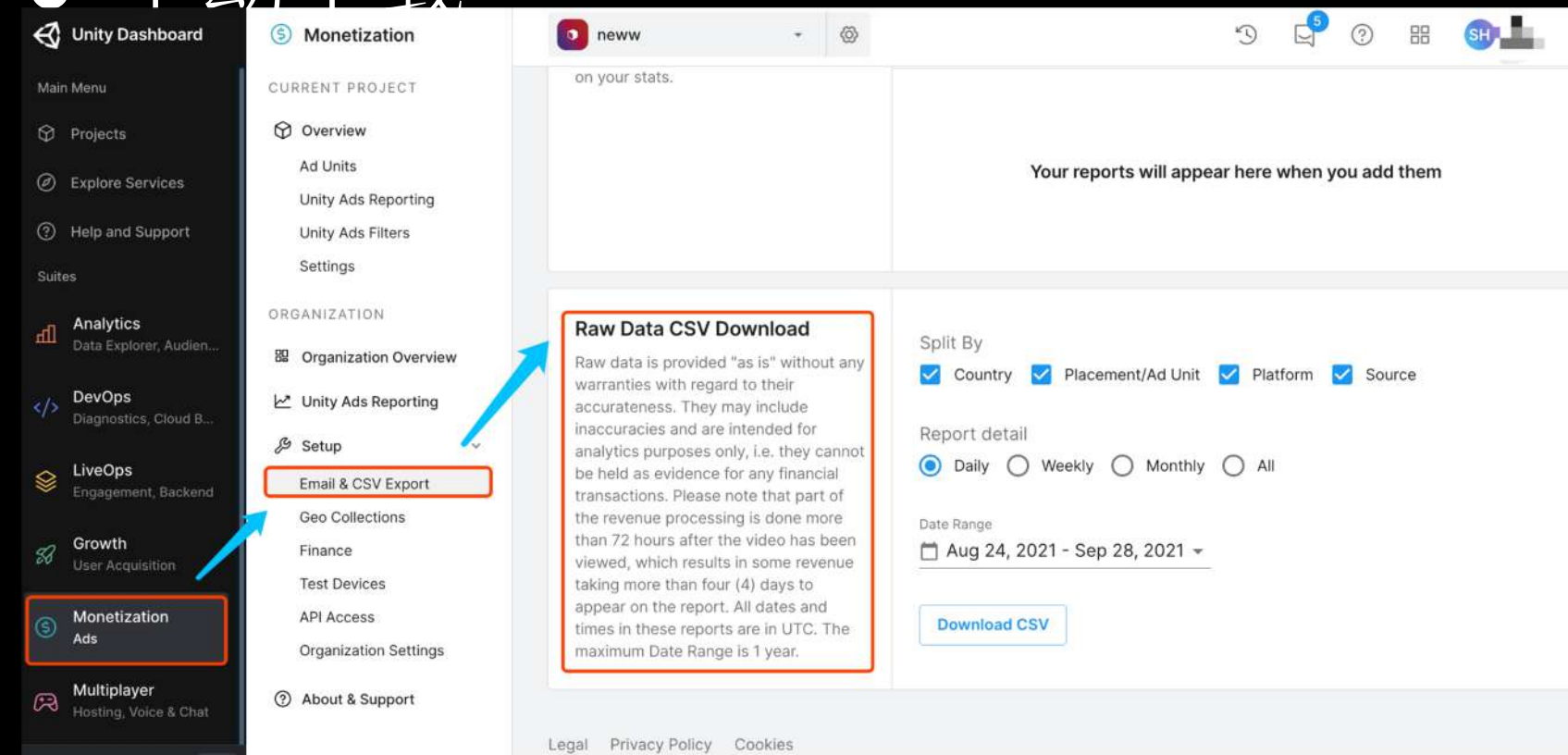
● 邮件定期自动发送



● Stats API (GET request)



● 手动下载

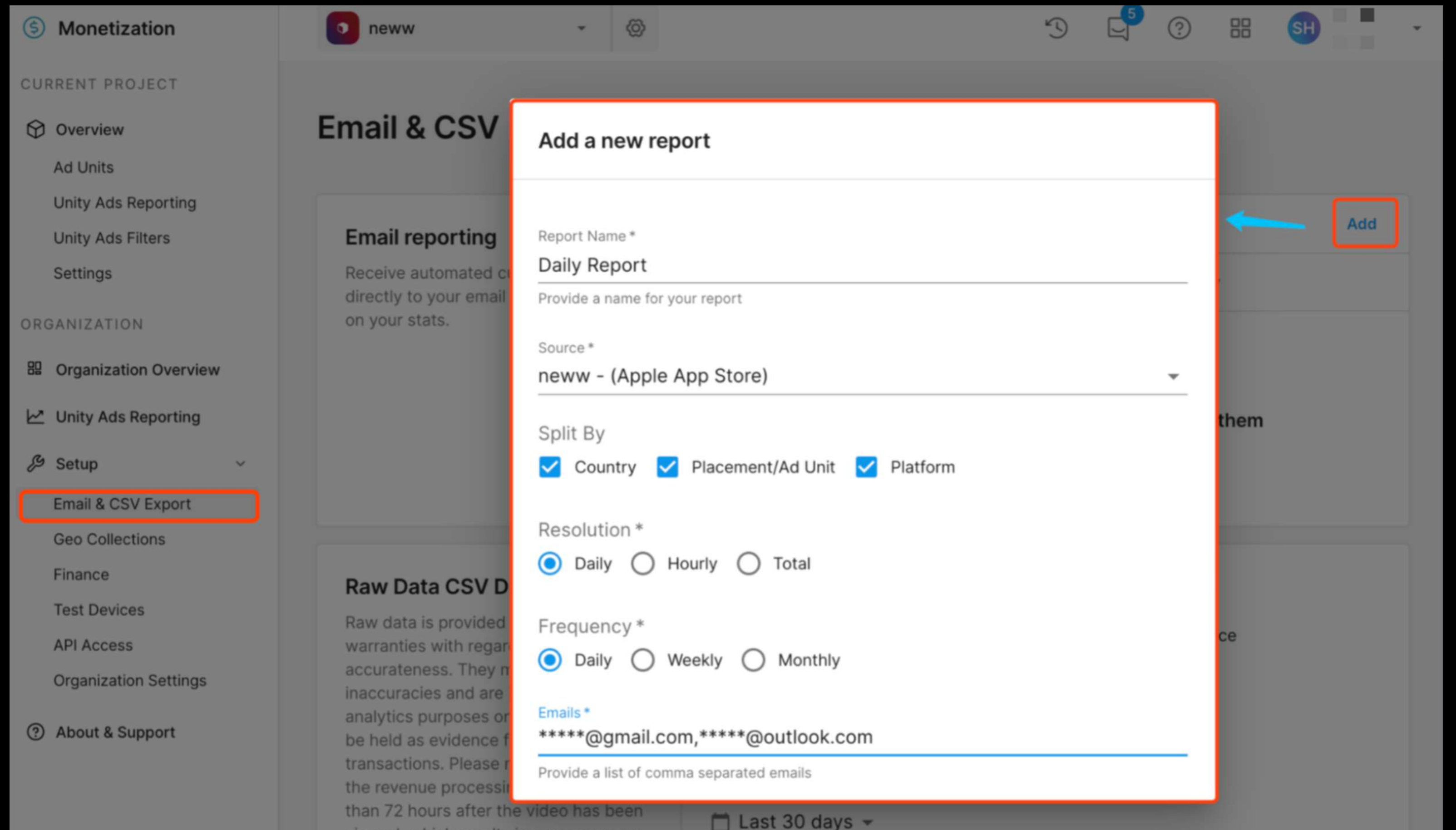


邮件自动发送

- 选中**Email & CSV**
- 选中**Add**

提示:

- 支持添加多个报告收件人
- 如果分割的维度**Split by**较多
(尤其同时包含国家与其他维度时)
，报告可能会很大，或者服务器可能因分析超时而导致报告无法正常发送



手动下载

- 选中**Email & CSV**
- 选中**DOWNLOAD CSV**

提示:

- 如果分割的维度Split by较多（尤其同时包含国家与其他维度时），报告可能会很大，或者服务器可能因分析超时而导致报告无法正常发送。
- 小部分数据延迟属于正常，导出数据仅作参考，收入结算以实际付款为准。

Monetization

neww

CURRENT PROJECT

- Overview
- Ad Units
- Unity Ads Reporting
- Unity Ads Filters
- Settings

ORGANIZATION

- Organization Overview
- Unity Ads Reporting
- Setup
- Email & CSV Export**
- Geo Collections
- Finance
- Test Devices
- API Access
- Organization Settings

Raw Data CSV Download

Raw data is provided "as is" without any warranties with regard to accuracy or completeness. They may include inaccuracies and are intended for analytics purposes only, i.e. they cannot be held as evidence for any financial transactions. Please note that part of the revenue processing is done more than 72 hours after the video has been viewed, which results in some revenue taking more than four (4) days to appear on the report. All dates and times in these reports are in UTC. The maximum Date Range is 1 year.

Split By

- Country
- Placement/Ad Unit
- Platform
- Source

Report detail

- Daily
- Weekly
- Monthly
- All

Date Range

Aug 24, 2021 - Sep 28, 2021

Download CSV

Legal Privacy Policy Cookies

广告数据导出样表 (RAW DATA.csv)

维度和指标定义请参照

[在线文档:Understanding Unity Ads metrics](#)

提示:

Adrequests和available不支持细分至广告位(placement/zone)统计。

因此以广告位查询统计时会出现整体Adrequests和available有价值但具体Placment/Zone的revenue、started和views为0的情况。

Date	Source game id	Source game name	Source zone	Country code	Country tier	adrequests	available	revenue	started	views
2019-05-17 00:00:00	1234567	SampleProject		AD	5	1	1	0	0	0
2019-05-17 00:00:00	1234567	SampleProject		AD	5	8	8	0	0	0
2019-05-17 00:00:00	1234567	SampleProject		AD	5	1	1	0	0	0
2019-05-17 00:00:00	1234567	SampleProject		AD	5	3	3	0	0	0
2019-05-17 00:00:00	1234567	SampleProject		AD	5	2	2	0	0	0
2019-05-17 00:00:00	1234567	SampleProject		AD	5	17	17	0	0	0
2019-05-17 00:00:00	1234567	SampleProject		AD	5	6	6	0	0	0
2019-05-17 00:00:00	1234567	SampleProject	rewardedVideo	AD	5	0	0	0	2	2
2019-05-17 00:00:00	1234567	SampleProject	video	AD	5	0	0	0	1	0
2019-05-17 00:00:00	1234567	SampleProject	video	AD	5	0	0	0	9	7
2019-05-17 00:00:00	1234567	SampleProject	video	AD	5	0	0	0	2	0
2019-05-17 00:00:00	1234567	SampleProject		AE	5	85	85	0	0	0

Stats API (数据报告 API)

- 选中**API Access**
- 具体实现请参照[在线文档](#)
- 运营人员需要将第一行的KEY值提供给开发人员/第三方聚合工具

The screenshot displays the Unity Dashboard interface. On the left, the 'Unity Dashboard' sidebar is visible, with 'Monetization' selected. The main content area shows the 'Monetization' section, with 'API Access' highlighted. The 'API Access' page displays a table with two rows of API keys. The first row is for 'Monetization Stats API Access' and the second row is for 'Applifier Stats API (deprecated)'. A red box highlights the first row of the 'Monetization Stats API Access' table, and a blue arrow points from the 'API Access' menu item to this row. A red box also highlights the API key value in the first row, with a 'Create Api Key' button and '一键复制' (Copy) text next to it.

API key	API key
35b7128ad 87386209eea1b3c80c 3619a3269ed28e1f7b	59b9ef4af1fb61b7432 7a4ab1ddf7a428d6f79 7c95b9117c5d2631b2 3ffb27e2

添加测试设备

选中**Test Devices**

获取设备广告ID:

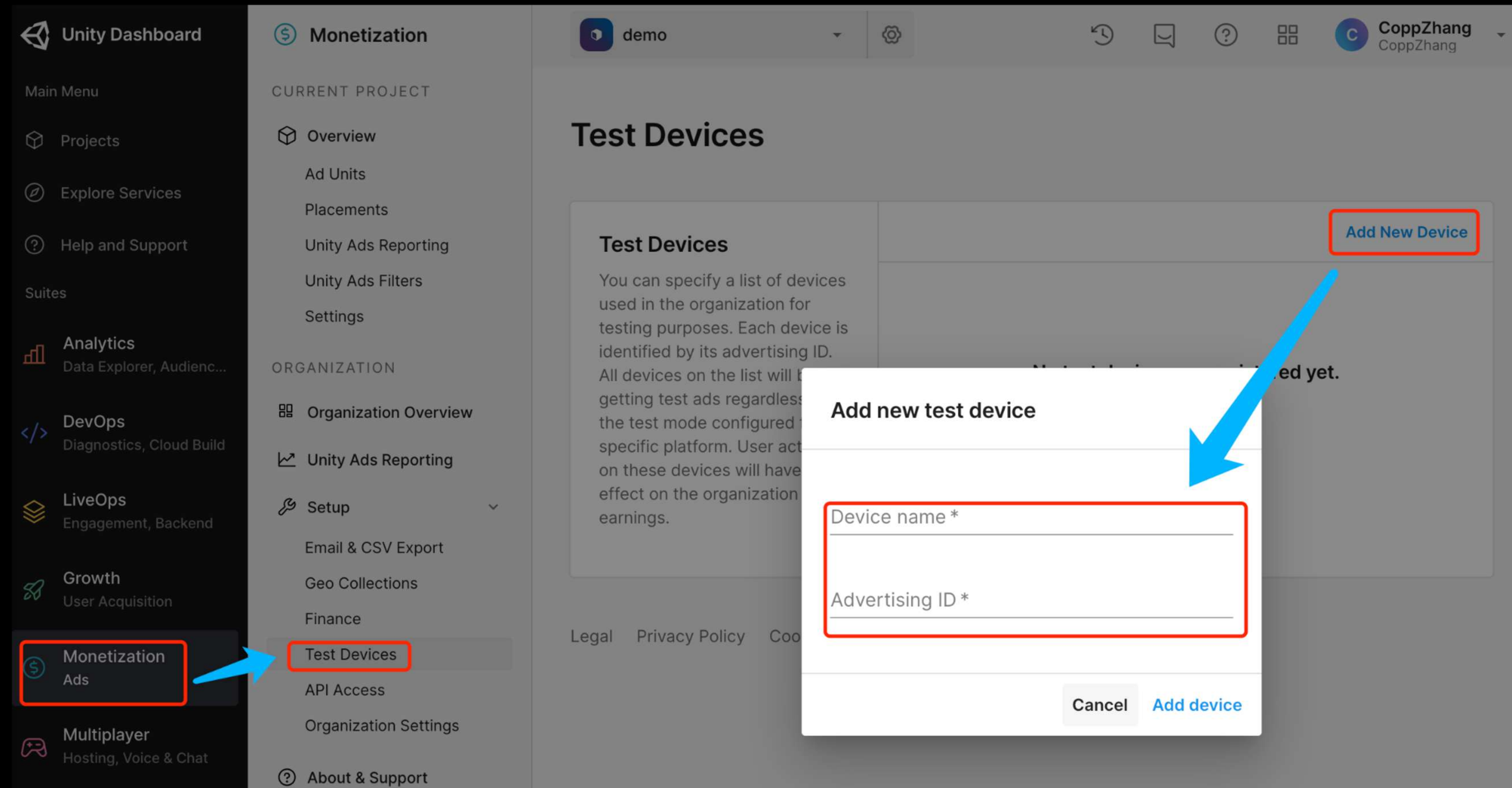
- iOS设备

App Store 下载The Identifiers应用查看IDFA

- Android设备

Settings > Google(或直接Google Settings) > Ads > advertising

暂不支持添加不含Google Play Services的安卓设备为测试机。



自动付款设置入口

Unity已全面使用自动付款方式

账期为60个自然日
付款币种为美元\$

关于自动付款的说明、设置和
须知事项，请参考
[在线文档: Revenue and payment](#)

The screenshot displays the Unity Dashboard interface. On the left, the 'Monetization' menu item is highlighted with a red box and a blue arrow. The main content area shows the 'Finance' section with the following text: 'No automated payouts scheduled. Your balance does not exceed the threshold of 100 USD'. A 'Go to Payout profile' button is highlighted with a red box. Below this, the 'Transaction history' section shows 'Available balance: \$0.00' and buttons for 'Export as CSV' and 'Transfer funds'. A blue arrow points from the 'Finance' menu item to the 'Go to Payout profile' button.

查看收入

自动付款设置好后，您可以在**Finance**选项下看到自己的收入流水及预计下次自动付款的时间。

查询付款状态或未收到款请参照以下文档步骤：[广告收益提现帮助文档](#)

以下情况将不会显示下次预计付款时间：

- 1, 不属于net60自动付款周期
- 2, 当前账号不是该organization所有者
- 3, 不会获得自动付款（未设置自动付款、收入未到达付款条件、账号被判定涉嫌广告欺诈）

The screenshot displays the Unity Monetization interface. On the left is the 'Unity Dashboard' sidebar with a 'Monetization Ads' menu item highlighted in red. The main content area is titled 'Monetization' and shows a 'CURRENT PROJECT' section with a 'Finance' sub-menu item highlighted in red. Below this is the 'ORGANIZATION' section with a 'Finance' sub-menu item also highlighted in red. A blue arrow points from the 'Monetization Ads' menu item to the 'Finance' sub-menu item. The main content area displays a message: 'No automated payouts scheduled. Payouts of the current month have already been processed.' To the right of this message is a red box containing the Chinese text: '下个周期的付款计划及预计时间将会展示在这里'. Below the message is a 'Transaction history' section with a red box around the text: 'Available balance: \$目前账户待支付/可用余额'. To the right of this section are buttons for 'Export as CSV' and 'Transfer funds'. Below the buttons is a table with columns 'Date added', 'Transaction', and 'Amount'. The table contains the following data:

Date added	Transaction	Amount
2021-09-15	Automated payout	-\$
2021-09-10	Earnings (August 2021)	\$
2021-08-16	Automated payout	-\$
2021-08-06	Earnings (July 2021)	\$
2021-07-17	Automated payout	-\$
2021-07-12	Earnings (June 2021)	\$
2021-06-16	Automated payout	-\$
2021-06-02	Earnings (May 2021)	\$

地区合集

·Unity Ads支持您创建自定义的地区合集或使用默认的地区合集
请注意每个组织内，至多可创建&使用10个地区合集，请善加利用。

·创建的所有地区合集都可以在组织内所有项目中使用，具体使用方式可参考项目/广告位设置中的介绍。

The screenshot displays the Unity Ads Monetization interface. On the left, the 'Monetization' menu item is highlighted. The main content area shows the 'Geo Collections' page, which includes a 'Create Geo Collection' button and a table of existing collections. The table has columns for 'Geo Collection Name (6/10)' and 'Countries'. A red box highlights the 'Geo Collection Name' column with the text '至多可配置10组地理合集'. Another red box highlights the 'Create Geo Collection' button with the text '创建自定义地理合集'.

Geo Collection Name (6/10)	Countries
Tier 1 English Speaking	Australia, Canada, New Zealand, United Kingdom, United States
European Economic Area (EEA)	Austria, Belgium, Bulgaria, Croatia, Cyprus +27
LATAM	Argentina, Belize, Bolivia, Brazil, Chile +24
APAC	Bangladesh, Bhutan, Brunei Darussal..., Cambodia, China (Mainland... +19
Greater China	China (Mainland..., Hong Kong (Chin..., Macau (China), Taiwan (China)

项目

- 创建项目
 - 项目概述
- 项目广告数据
 - 广告数据操作
 - 广告CSV数据下载
- Game ID
 - 平台Platform
 - 平台广告过滤
 - 平台广告设置
- Placement ID
 - 广告位Placement
 - 新建广告位
 - 广告位设置
- Ad Units
 - 设置eCPM
 - 设置 Placement Management



创建项目 Projects

- 点击 **Create project** 创建项目

参考说明并根据游戏实际情况填写项目名称和 [COPPA](#) 等信息。创建后您需要在点击 **Enable Ads** 启用广告激活变现功能。

提示:

如果您的游戏不是仅供美国13岁以下儿童使用的，则无需勾选COPPA，但我们仍建议您仔细阅读COPPA协议以取得全面的了解。

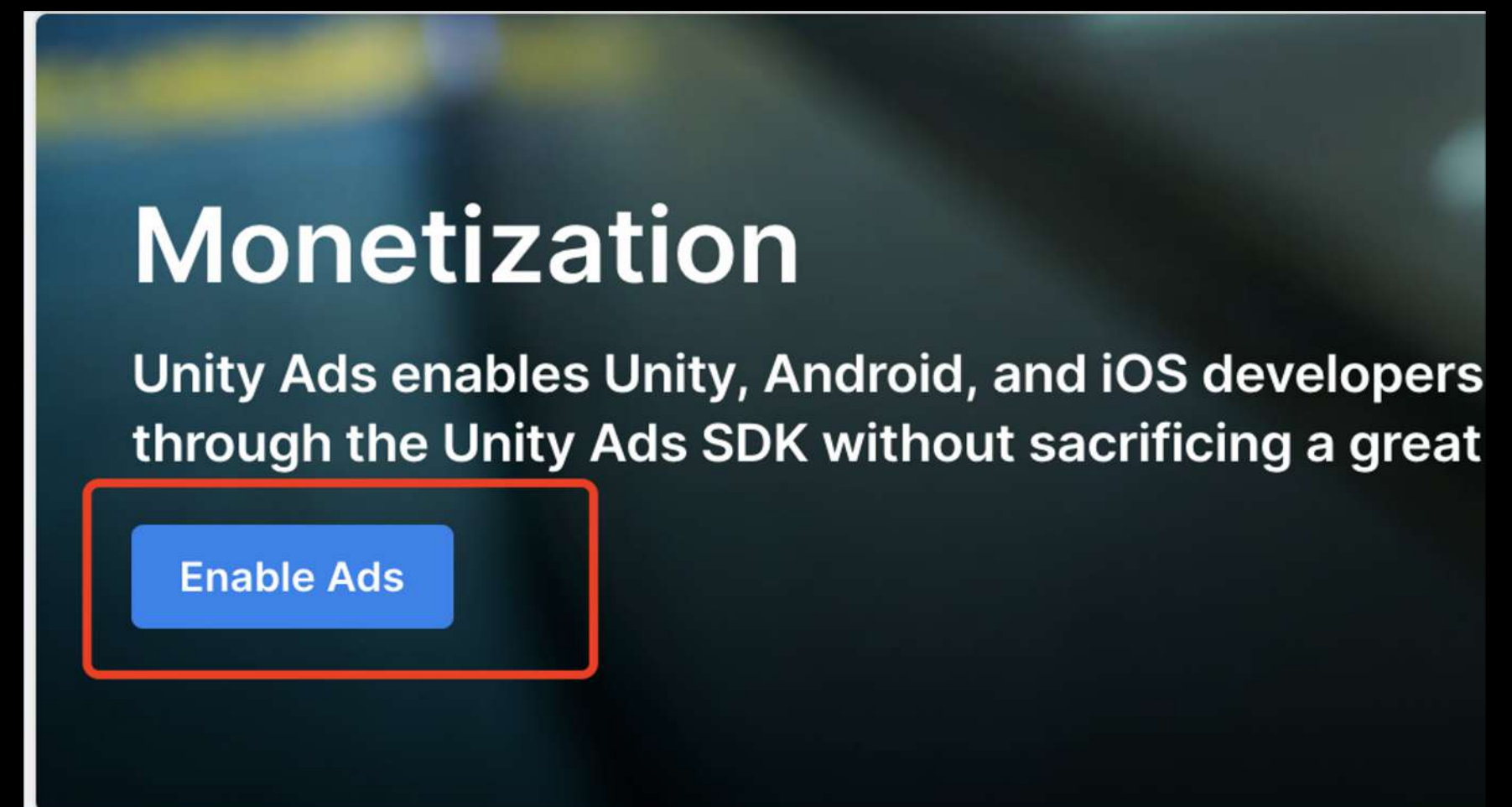
Create project

Project name *
Test Game

Will this project be primarily targeted to children under 13?
[Learn more about COPPA](#)

No

Cancel Create project

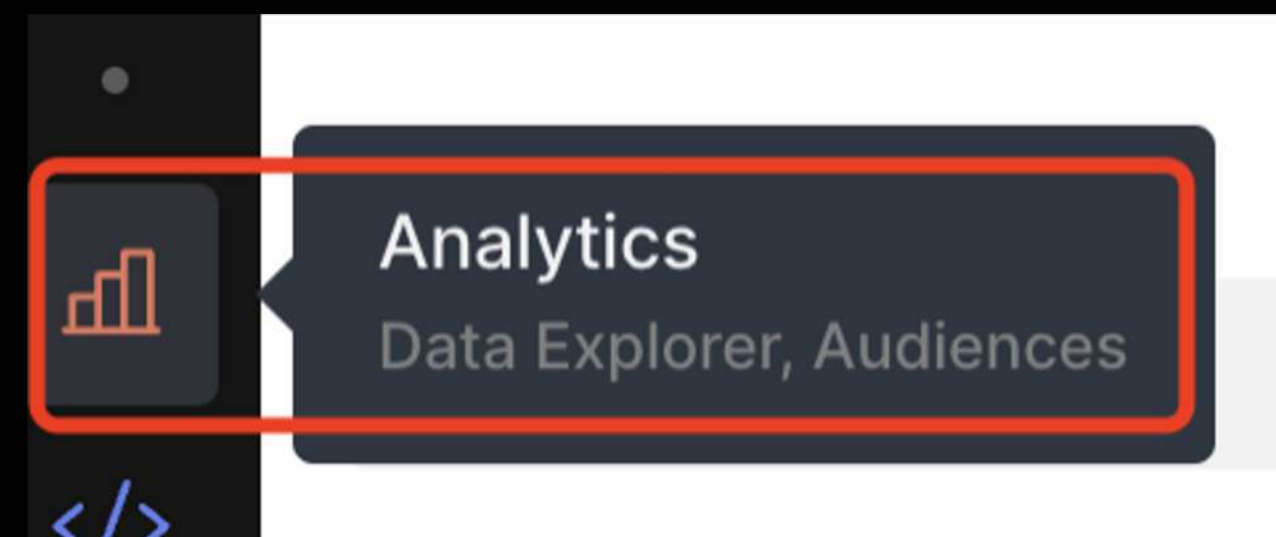
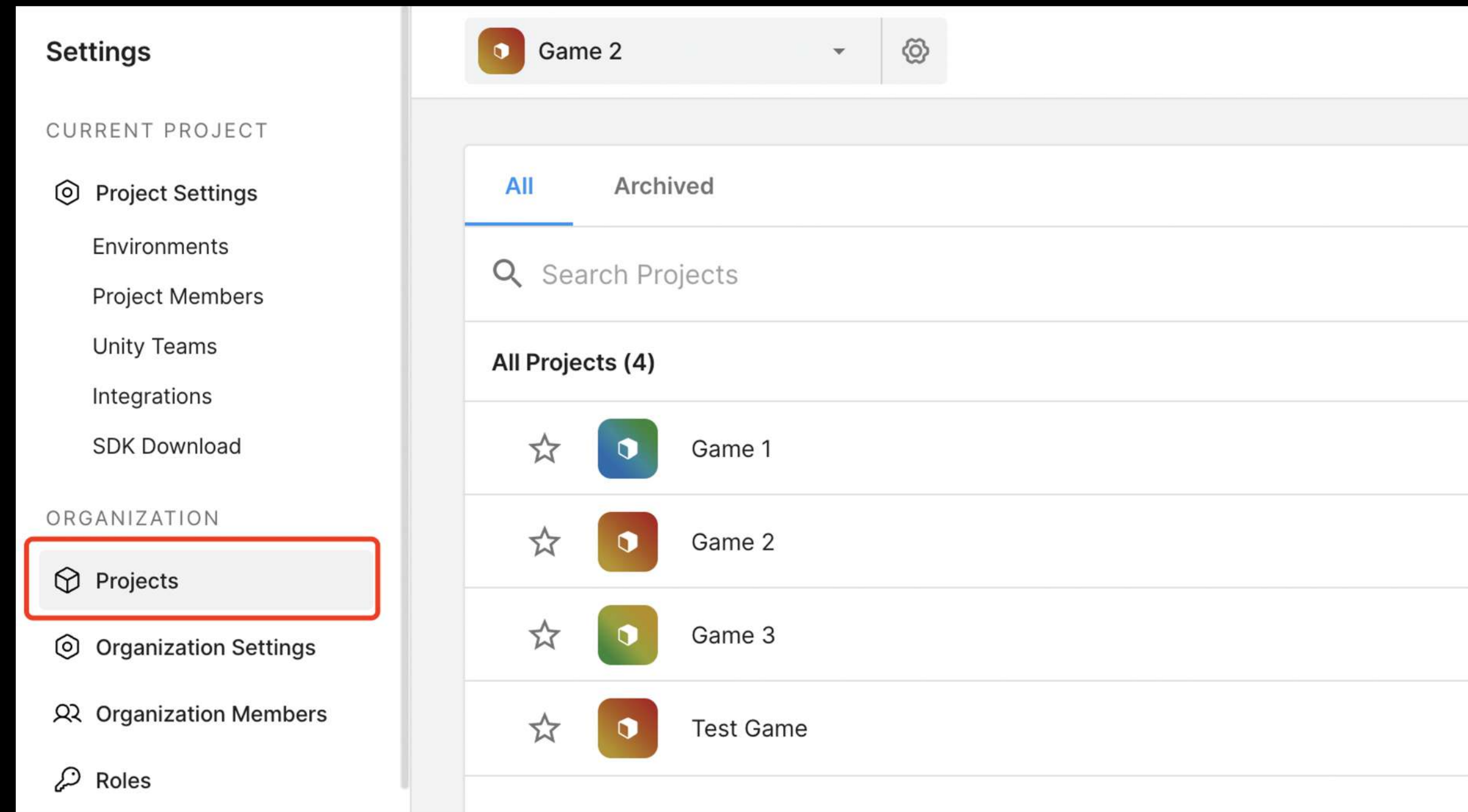


项目Projects列表

- 选中项目**Projects**

这里您可以分别对当前组织下各个项目做设置和查看数据。

提示：
查看DAU、New Users、ARPPDAU数据需要您使用Unity 分析服务功能。您可以在左侧边栏的Analytics 选项中激活Unity Analytics分析服务功能。

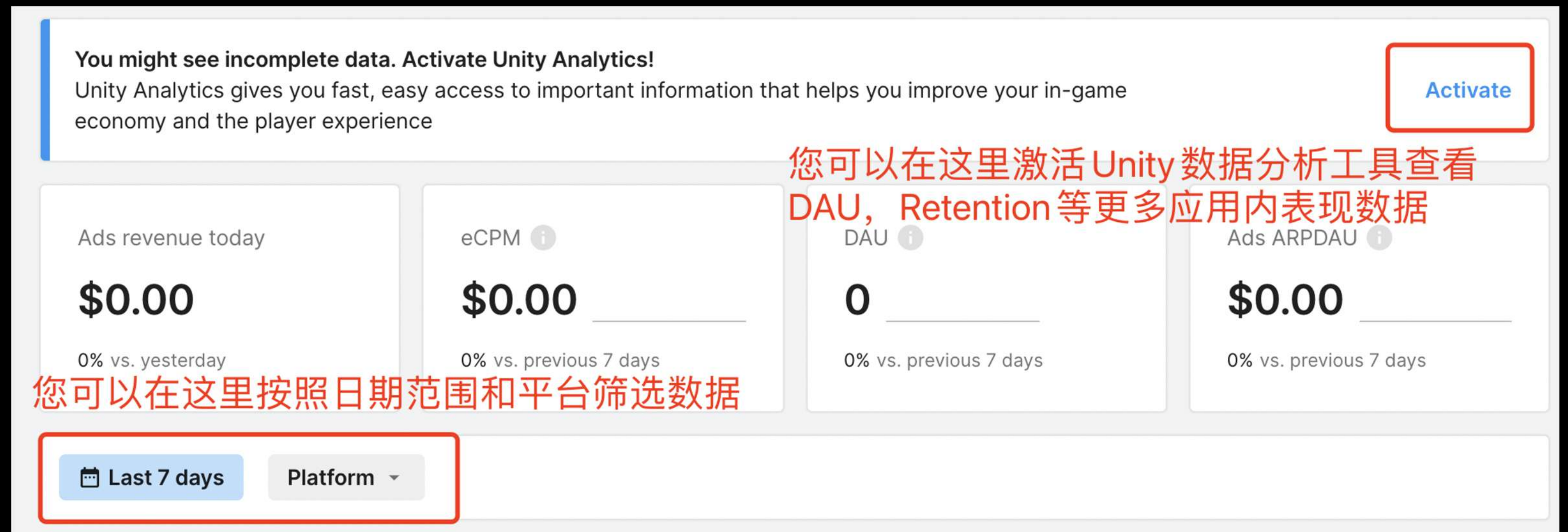
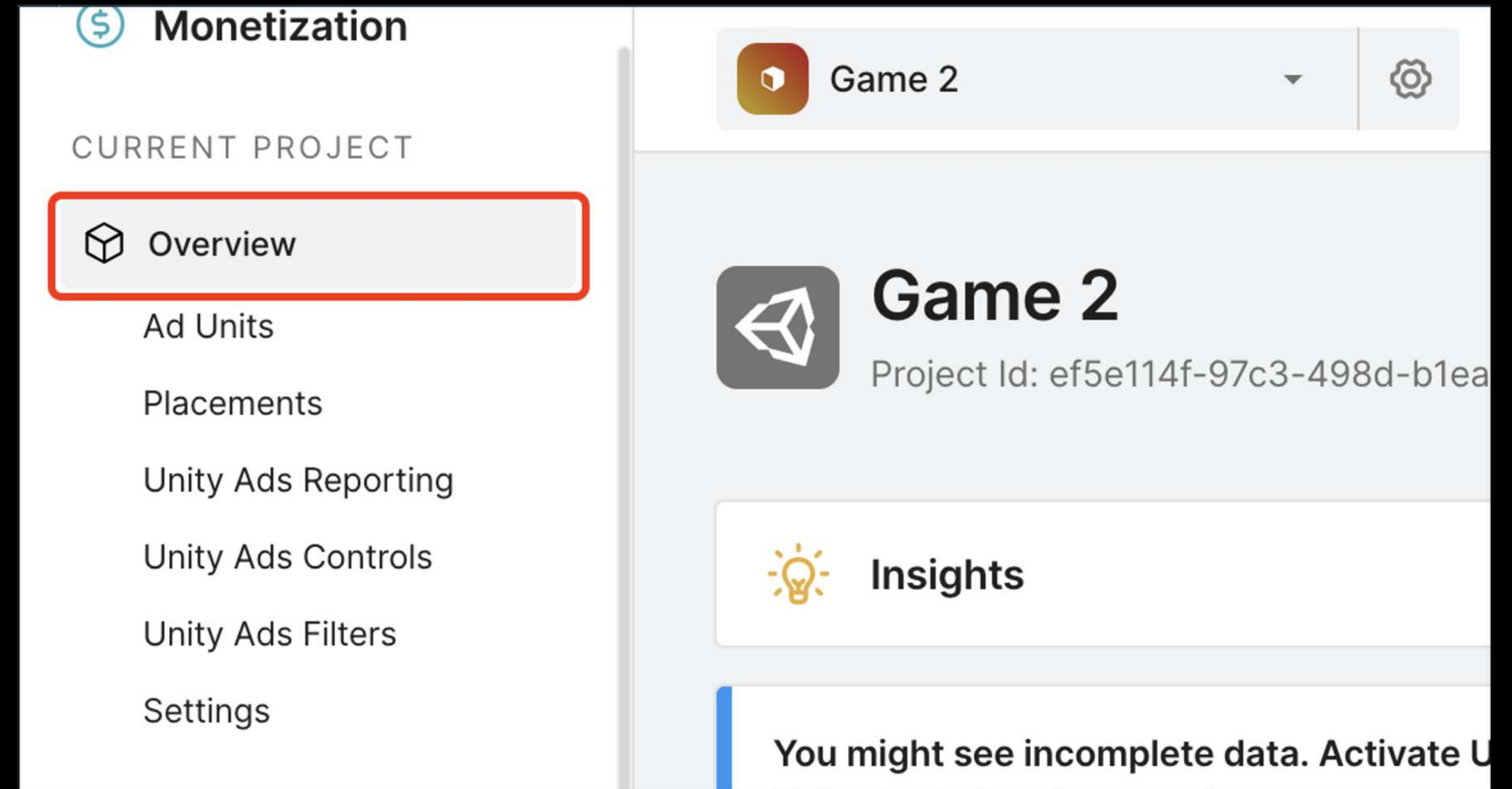


项目概述

- 选中一个项目
- 选中Overview概述

这里您可以查看当前项目的总体收益状态，支持按平台和时间做筛选。

提示：
查看DAU、Retention数据需要您使用Unity Analytics分析服务功能。



项目广告数据

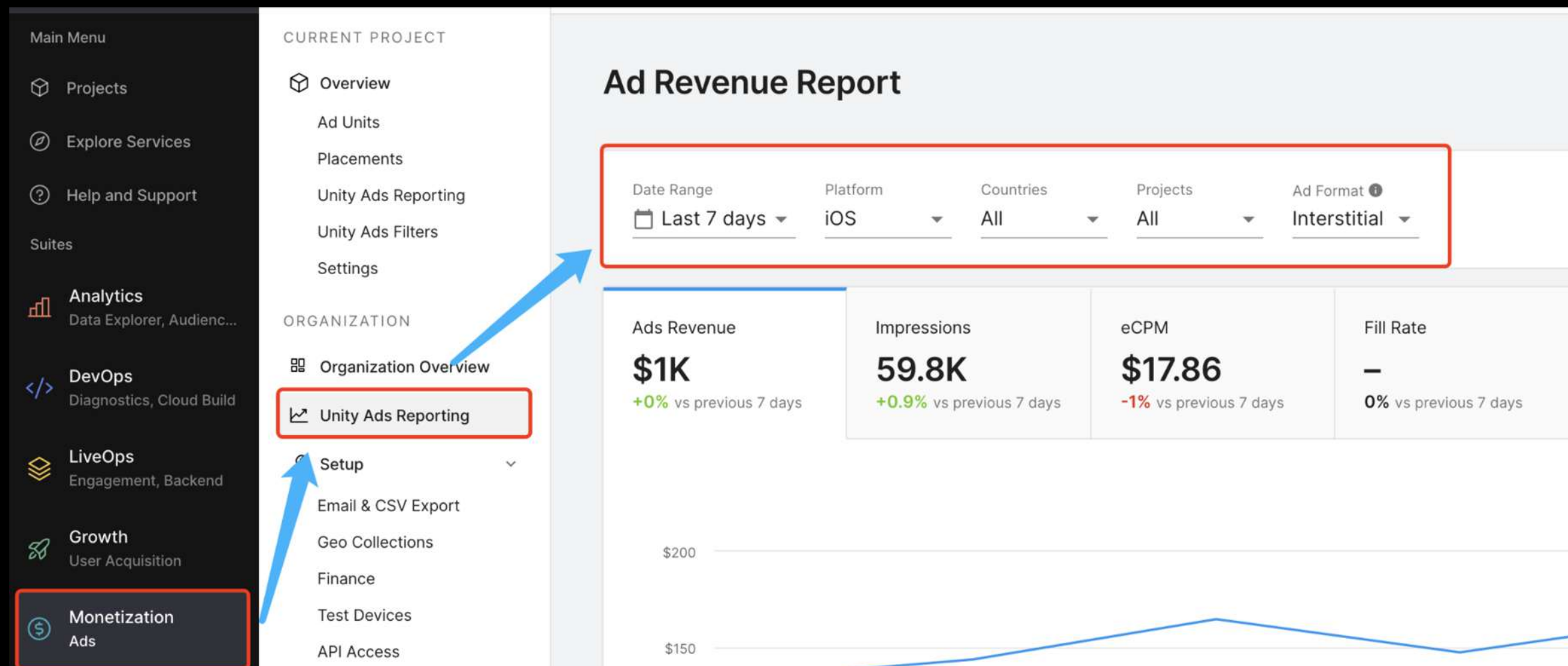
● 选中Unity Ads Reporting

这里您可以查看当前项目的详细广告数据。

提示：
查看DAU数据需要您使用Unity Analytics数据分析服务功能。

The screenshot displays the Unity Ads Reporting interface. On the left is a navigation menu under the heading "ORGANIZATION" with items: Organization Overview, Unity Ads Reporting (highlighted with a red box), Unity Ads Controls, Setup (with a dropdown arrow), Email & CSV Export, Geo Collections, Finance, and Test Devices. The main content area is titled "Ad Revenue Report" and contains a red text instruction: "您可以在这里按照日期范围, 平台, 国家, 项目和广告格式筛选数据". Below this are filter controls for Date Range (Last 7 days), Platform (iOS, Android), Countries (All), Projects (All), and Ad Format (All), along with a "Reset Filters" button. At the bottom, a table shows four columns: Ads Revenue, Impressions, eCPM, and Fill Rate, each with a value of "—" and a comparison to "0% vs previous 7 days".

广告数据操作



按时间、平台、国家、项目、广告类型筛选



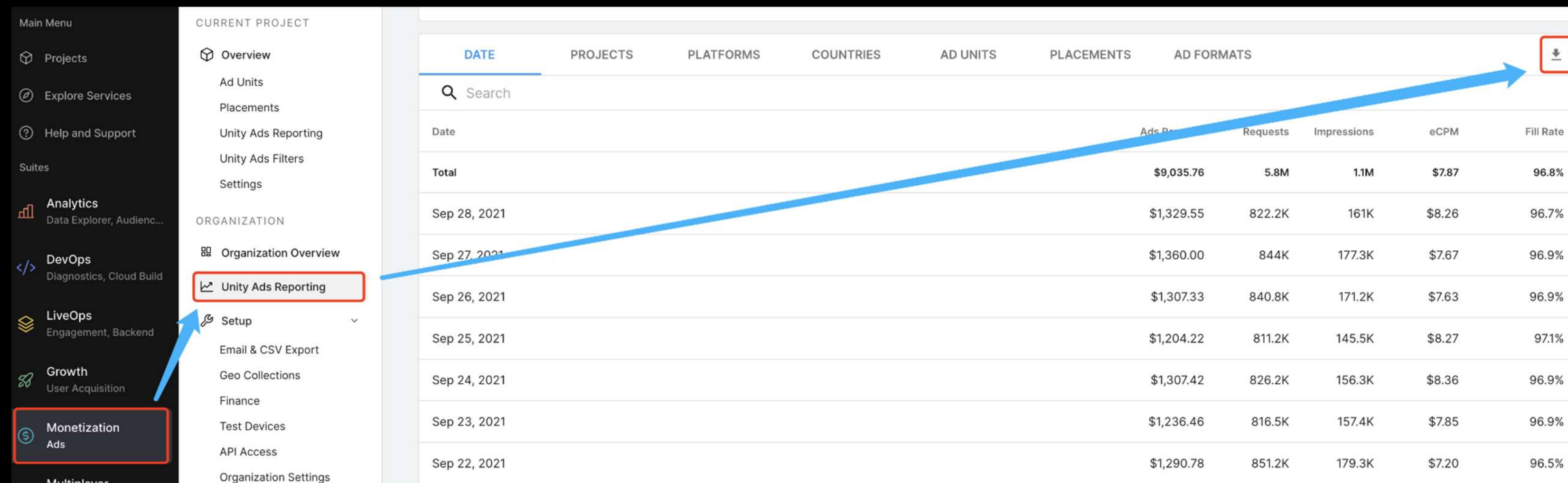
按不同维度做数据展示/对比，图表选择等

广告CSV数据下载

您也可以在Ad Revenue界面
通过点击  按钮
直接下载当前筛选的CSV数据

样例如右图

Start date	2021-09-22				
End date	2021-09-28				
Countries	All				
Platform	iOS				
Date	Ads Revenue	Requests	Impressions	eCPM	Fill Rate
Total	\$9035.76	5812514	1148319	\$7.87	96.8%
Sep 22, 2021	\$1290.78	851288	179319	\$7.20	96.5%
Sep 23, 2021	\$1236.46	816583	157441	\$7.85	96.9%
Sep 24, 2021	\$1307.42	826222	156344	\$8.36	96.9%
Sep 25, 2021	\$1204.22	811218	145559	\$8.27	97.1%
Sep 26, 2021	\$1307.33	840869	171297	\$7.63	96.9%
Sep 27, 2021	\$1360.00	844076	177325	\$7.67	96.9%
Sep 28, 2021	\$1329.55	822258	161034	\$8.26	96.7%



The screenshot shows the Unity Ads reporting interface. On the left, the 'Monetization Ads' menu item is highlighted. In the center, the 'Unity Ads Reporting' menu item is also highlighted. On the right, a data table is displayed with columns for Date, Ads Revenue, Requests, Impressions, eCPM, and Fill Rate. A blue arrow points from the 'Unity Ads Reporting' menu item to the table, and another blue arrow points from the top right corner of the table to a download button icon.



Game ID

在您创建Project时，Unity会自动为您生成Game ID.

Game ID是连接SDK与后台的桥梁,广告运营人员需要把这个Game ID提供给开发人员,用于UnityAds SDK的初始化.

Game ID也是Unity唯一定位您游戏的身份识别ID, 向Unity支持咨询问题时, 也需要您提供GameID, 以便针对游戏为您解决问题.

注意:

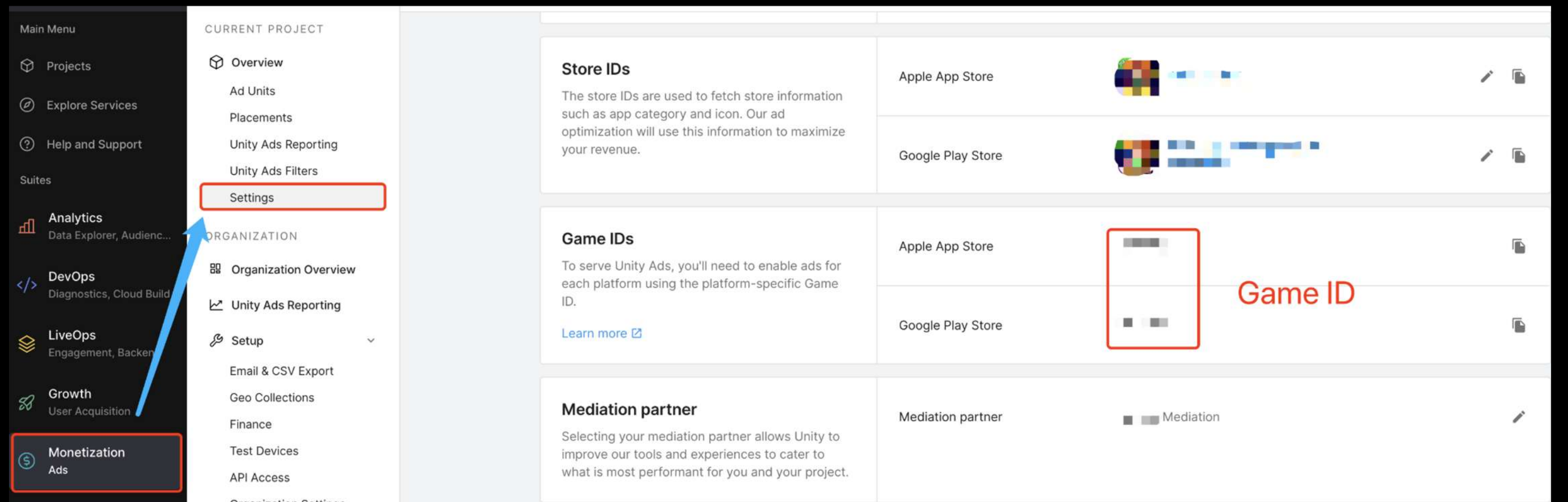
Unity Game ID由7位数字组成, 它不等同于您游戏的商店应用ID, 请勿混淆使用.

平台Platform

● 选中Project Settings

这里您可以查看游戏的商店信息和Unity自动为该游戏生成的Game ID.

点击可以修改商店信息.



The screenshot displays the Unity Project Settings interface. On the left, the 'Main Menu' sidebar shows 'Monetization' selected. The 'CURRENT PROJECT' section lists 'Settings' as the active tab. The main content area is divided into three sections: 'Store IDs', 'Game IDs', and 'Mediation partner'. The 'Store IDs' section shows entries for Apple App Store and Google Play Store. The 'Game IDs' section shows entries for Apple App Store and Google Play Store, with the 'Game ID' label highlighted in red. The 'Mediation partner' section shows a 'Mediation' partner.

平台广告过滤

- 选中**Monetization**
- 选中**Unity Ads Filters**

这里您可以通过广告的应用商店ID、游戏类别和年龄评级做广告过滤。

提示：
过滤广告会影响广告填充进而影响广告收入，请按需设置。

Blocking

Blocking allows you to block ads content to ensure a quality and safe experience for your players. Any content that matches the fields blocked will be blocked from appearing until the block is removed.

You can also update blocks by uploading a CSV. Get the template by clicking [here](#).

APPLE APP STORE 0 GOOGLE PLAY STORE 0 ADVERTISER DOMAINS 0

Search Download Upload

Apple Store ID (0)	Not Set	
--------------------	---------	--

Category blocking

Exclude certain categories from showing up in your game. Please note that blocking ads might negatively affect your revenue.

Apple App Store	No categories excluded	
Google Play Store	No categories excluded	

Age limits

Exclude ads that might not be suitable for your target audience. Blocking applies only to ads for games and apps.

Apple App Store	Show all ads	
Google Play Store	Show all ads	

平台广告设置-测试模式, 广告开关

● 选中 **Settings**

Test mode

这里您可以设置当前平台强制全局开启/关闭测试广告。
(本设置将overwrite代码层面的testmode; 但Test Devices里填入的设备不受影响)

Ad delivery status

您可以选择平台关闭其广告。

注意:

关闭广告后Unity将停止为您供应广告, 广告收入将暂停。

Platform	Status	Edit
Google Play Store	Unity Analytics Collection disabled	✎
Apple App Store	Ad delivery enabled	✎
Google Play Store	Ad delivery enabled	✎
Apple App Store	Client test mode not overridden	✎
Google Play Store	Client test mode not overridden	✎

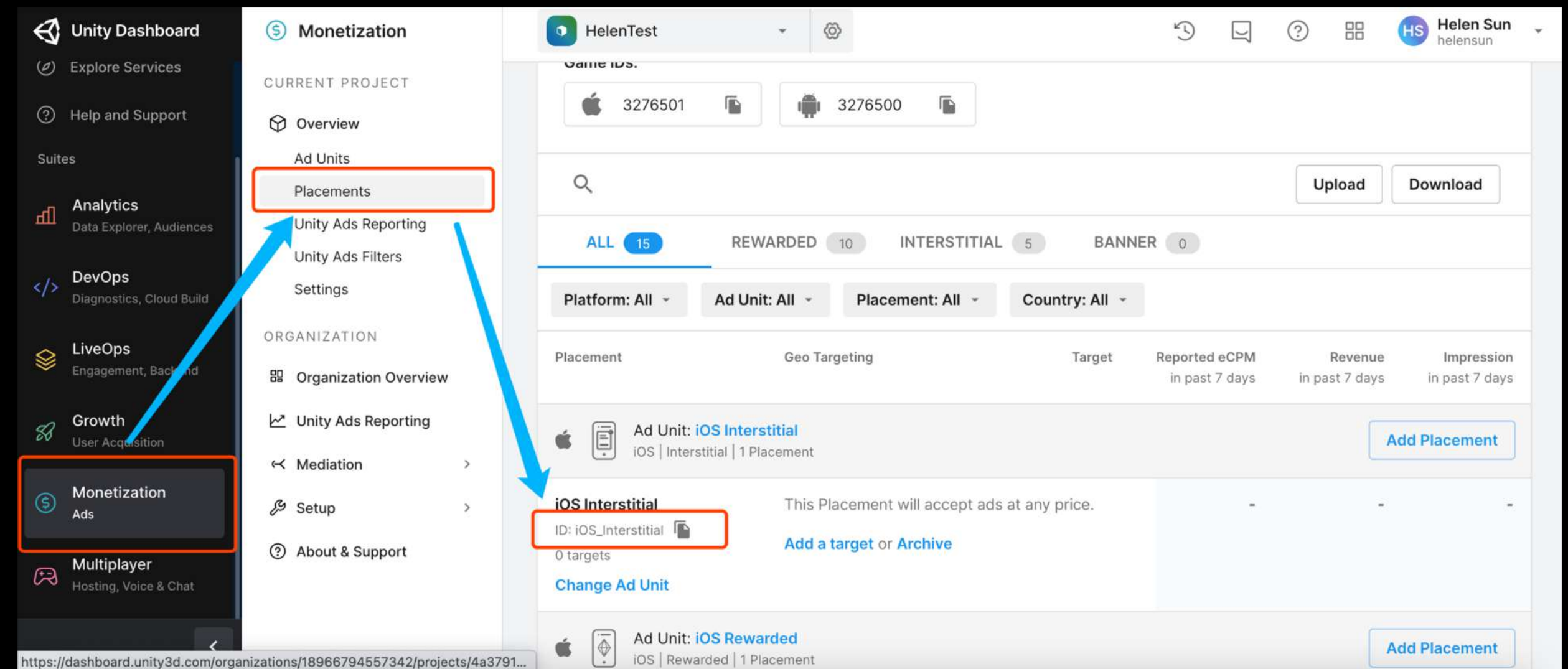
Placement ID

在您创建Project时，Unity默认会自动为每个Ad Unit 生成一个默认广告位，您也可以手动添加更多。

一般开发者可能需要使用不同设置的Placement ID来达到不同的广告效果，这种情况就需要广告运营人员将Placement ID告诉开发人员。

如何获取Placement ID

- 选中Monetization
- 选中Placements
- 点击  可以直接复制Placement ID到聚合中进行配置，也可以点击Download导出现有全部Placement ID



The screenshot shows the Unity Dashboard interface. On the left, the 'Monetization' menu is highlighted. In the center, the 'Placements' option is selected and highlighted with a red box. On the right, the 'Placements' page is displayed, showing a list of placements for an 'iOS Interstitial' ad unit. The 'iOS Interstitial' placement is highlighted with a red box, and its ID 'iOS_Interstitial' is visible. The URL at the bottom of the browser window is <https://dashboard.unity3d.com/organizations/18966794557342/projects/4a3791...>

Ad Units

The screenshot displays the Unity Dashboard interface. On the left, the 'Unity Dashboard' sidebar is visible, with the 'Monetization' menu item highlighted in a red box. A blue arrow points from this menu item to the 'Ad Units' option in the 'CURRENT PROJECT' section of the main menu. The 'Ad Units' option is also highlighted in a red box. The main content area shows the 'Ad Units' page for 'Project Cat', which includes a title, a definition of Ad Units, a 'Learn More' link, and a table of Game IDs for iOS and Android. The bottom navigation bar shows filters for 'ALL' (6), 'REWARDED' (2), 'INTERSTITIAL' (2), and 'BANNER' (2).

Unity Dashboard

Main Menu

- Projects
- Explore Services
- Help and Support

Suites

- Analytics**
Data Explorer, Audiences
- DevOps
Diagnostics, Cloud Build
- LiveOps
Engagement, Backend
- Growth
User Acquisition
- Monetization**
Ads

Monetization

CURRENT PROJECT

- Overview
- Ad Units**
- Placements
- Unity Ads Reporting
- Unity Ads Filters
- Settings

ORGANIZATION

- Organization Overview
- Unity Ads Reporting
- Setup
- About & Support

Project Cat

Ad Units

What are Ad Units?





An Ad Unit represents the ad format settings for a surfacing point in your game, or for a collection of Placements using the same format across multiple surfacing points.

Ad Units contain the format settings for multiple Placements, which now just represent eCPM and geo targets for simplicity. You can configure these targets from the [Placements Management](#) page.

[Learn More](#)

Ad Unit total numbers: iOS(3/10), Android(3/10)

Game IDs:

 4031728 	 4031729 
---	---

ALL 6 REWARDED 2 INTERSTITIAL 2 BANNER 2

进入路径: Monetization - Ad Units

什么是Ad Units

Game IDs:

一个Ad Unit之对应一种固定Ad Format, 包含改Ad Format下所有Placement ID

点击添加 定制化Ad Unit

Ad Unit (6/20)	Platform	Ad Format	Placements
Interstitial Android	Android	Interstitial	1 Placement
Interstitial iOS	iOS	Interstitial	1 Placement
Rewarded Android	Android	Rewarded	1 Placement
Rewarded iOS	iOS	Rewarded	4 Placements
Banner Android	Android	Banner	1 Placement
Banner iOS	iOS	Banner	1 Placement

Ad-Units是同类型广告位的合集。您可以将Ad Units理解为一个包含所有同类型广告位文件夹，例如，默认设置中Interstitial iOS这个Ad Unit下，将包含iOS插屏类型的所有广告位。一般来说，系统默认的Ad Units包含了您需要的所有类型，您无需再做操作，可以直接进入Placement Management进行具体底价设置。当然，开发着也可以更具自己的需求，添加定制化Ad Unit，点击右上角

Add Ad Unit

如何在Ad Units中修改Placement基础设置（如视频多久可跳过等等）

Placement设置修改路径：
Monetization - Ad Units - 点击需修改Ad Units

这里您可以对以下广告位设置做修改：

- 广告状态 Status
- 广告位名 Placement name
- 广告类型 Ad Types
- 广告声音 Muting
- 广告跳过 Allow skip

The screenshot shows the Unity Dashboard interface. On the left, the 'Monetization' menu is expanded, and 'Ad Units' is highlighted. A blue arrow points from 'Ad Units' to the 'Interstitial Android' Ad Unit settings page. Another blue arrow points from the 'Interstitial Android' title to the 'Settings' table. The table lists various settings with edit icons in a column on the right.

Setting	Value	Action
Ad Unit Name	Interstitial Android	✎
Ad Format	Interstitial	
Status	Active	✎
Ad types	Display, Playable, Video	✎
Muting	Audio not muted	✎
Allow skip	After 5 seconds	✎

如何在Ad Units中设置底价

底价设置路径:

Monetization - 在选定项目中, 选择
Placements - Add Placement

底价设置Tips:

1. 在对应Ad Unit下, 点击Add Placement 新增广告位, 同一placement可以对应不同国家, 设置不同底价。
2. 在同一页面下, 点击Add additional Placement, 可以同时创建多个 Placement。
3. 在Ad Units版本中, 新建placement时的Placement Name就是默认 Placement ID。Placement Name可以修改, Placement ID不可修改。在聚合中配置时, 需复制Placement ID。提示:
4. 尽管设置eCPM可以帮助您提高广告的eCPM, 但它同样可能影响广告的填充率, 从而影响您的收入, 请确保仅在使用多个广告网络的展示位置时才对其进行设置。

Add Placement (4/12)

Ad Unit: Interstitial Android

Placement Name * 新建placement的时候, 填写的Placement Name就是默认Placement ID, Placement Name可以修改 Placement ID 不可修改

CreatePlacement Backfill/auto-eCPM Placement

Placement ID: CreatePlacement

Geo Targeting * Target (1/3) *

United States \$0.01 [Remove](#)

Geo Targeting * Target (2/3) *

Germany \$0.05 [Remove](#)

[Add Target](#) 添加同一placement不同国家底价

[Add additional Placement](#) 添加不同placement并设置底价

[Cancel](#) [Add Placement](#)

CreatePlacementchange	United States	\$0.01
ID: CreatePlacement 	Germany	\$0.05

2 targets 复制Placement ID到聚合中配置

[Edit Placement](#)

如何在Ad Units中设置底价

底价修改Tips:

1. 如更新价格，可以选择直接点击Edit Placement进行修改，记得修改后点击右上角保存。
2. 如需批量更新，可以csv格式进行批量上传。

The screenshot displays the Ad Manager interface for editing ad units. At the top right, there are 'Upload' and 'Download' buttons. Below them, a red box highlights the 'csv格式批量修改' (Batch modification in csv format) option. The main table lists ad units and their placements with columns for Placement, Geo Targeting, Target, Reported eCPM, Revenue, and Impression. A red box highlights the 'Edit Placement' button for the 'Test1' placement, with the text '直接修改' (Direct modification) next to it.

Placement	Geo Targeting	Target	Reported eCPM in past 7 days	Revenue in past 7 days	Impression in past 7 days
Ad Unit: Interstitial Android Android Interstitial 3 Placements					
Interstitial Android ID: Interstitial_Android 0 targets	This Placement will accept ads at any price. Add a target or Archive		-	-	-
Test1 ID: Test1 2 targets	United States	\$5.00	-	-	-
	Germany	\$3.00	-	-	-
Ad Unit: Interstitial iOS iOS Interstitial 2 Placements					
Ad Unit: Interstitial Android Android Interstitial 11 Placements					
Interstitial Android ID: Interstitial_Android 3 targets	12 Countries	\$0.04	-	-	-
	29 Countries	\$0.33	-	-	-
	10 Countries	\$10.00	-	-	-
Test 2 ID: Test_2 3 targets	5 Countries	\$0.30	-	-	-
	29 Countries	\$0.10	-	-	-
	24 Countries	\$0.09	-	-	-
Test 3 ID: Test_3 3 targets	29 Countries	\$0.04	-	-	-
	32 Countries	\$0.05	-	-	-
	24 Countries	\$0.06	-	-	-
Test 4 ID: Test_4 3 targets	29 Countries	\$0.04	-	-	-
	32 Countries	\$0.05	-	-	-

如何在Ad Units中设置底价

注意:

1. 长时间不用的Placement, 可以归档 (Archive) 方便管理。路径: Edit Placement - Archive Placement
2. 支持查看特定Placement数据报告。

The screenshot displays the Ad Manager interface. The top section shows a list of placements under the 'Interstitial Android' ad unit. The 'Test1' placement is selected, and its 'Edit Placement' button is highlighted with a red box and the text '直接修改' (Direct Edit). Below this, the 'Add target(s) / Edit Placement' modal is open, showing the 'Test1' placement details. The 'Archive Placement' button is highlighted with a red box and the text '归档不用的Placement' (Archive unused Placement). The bottom section shows a table of line items for the 'Android_Rewarded Video_2' ad unit, with a chart icon highlighted in a purple box.

Placement	Geo Targeting	Target	Rep	in
Interstitial Android Android Interstitial 3 Placements				
Interstitial Android ID: Interstitial_Android 0 targets	This Placement will accept ads at any price.	Add a target or Archive		
Test1 ID: Test1 2 targets	United States Germany	\$5.00 \$3.00		
Test2 ID: Test2 0 targets	This Placement will accept ads at any price.	Add a target or Archive		
Interstitial iOS iOS Interstitial 2 Placements				

Add target(s) / Edit Placement
Ad Unit: Interstitial Android

If you change your targets, make sure to update your mediation platforms accordingly!

Placement Name *
Test1 Backfill/auto-eCPM Placement

Placement ID: Test1

Geo Targeting *
United States Target (1/3) *
\$5 [Remove](#)

Geo Targeting *
Germany Target (2/3) *
\$3 [Remove](#)

[Add Target](#)

[Archive Placement](#) **归档不用的Placement**

[Cancel](#) [Save](#)

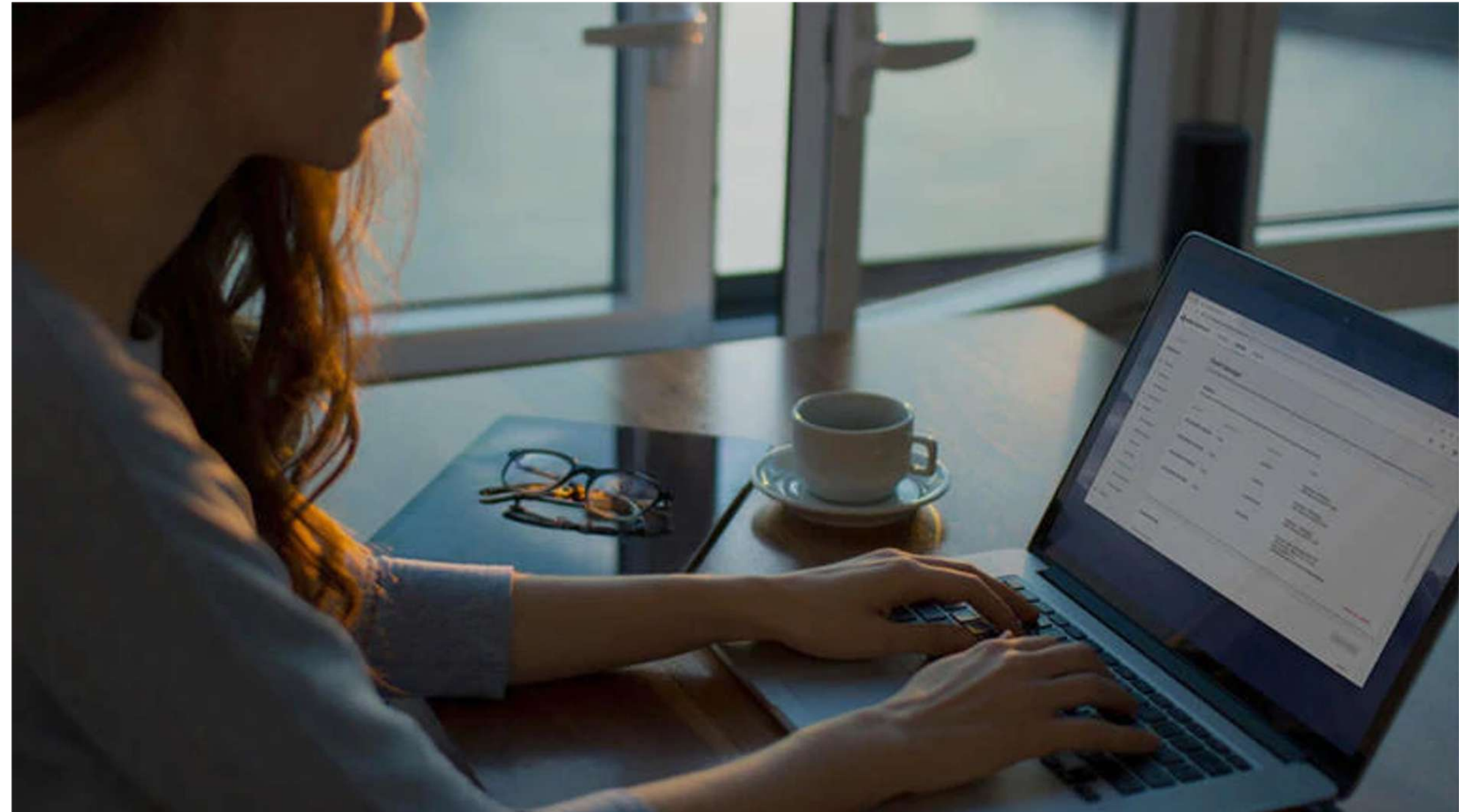
Android_Rewarded Video_2
iOS | Banner [Add Line Item](#)

Line Item	Global / Rest of World	\$5.00	\$2.34	\$10.1K	90.3%	1.25	📈
Placement ID: Line_Item_Name Copy ID	<input type="checkbox"/>		-40%	-5.04%	-1.2%	-15.5%	
	<input checked="" type="checkbox"/> 9 Countries	\$25.00	\$2.34	\$10.1K	90.3%	1.25	📈
	<input type="checkbox"/> 5 Countries	\$15.00	\$2.34	\$10.1K	90.3%	1.25	📈

[Add Floor / Edit Line Item](#)

附录

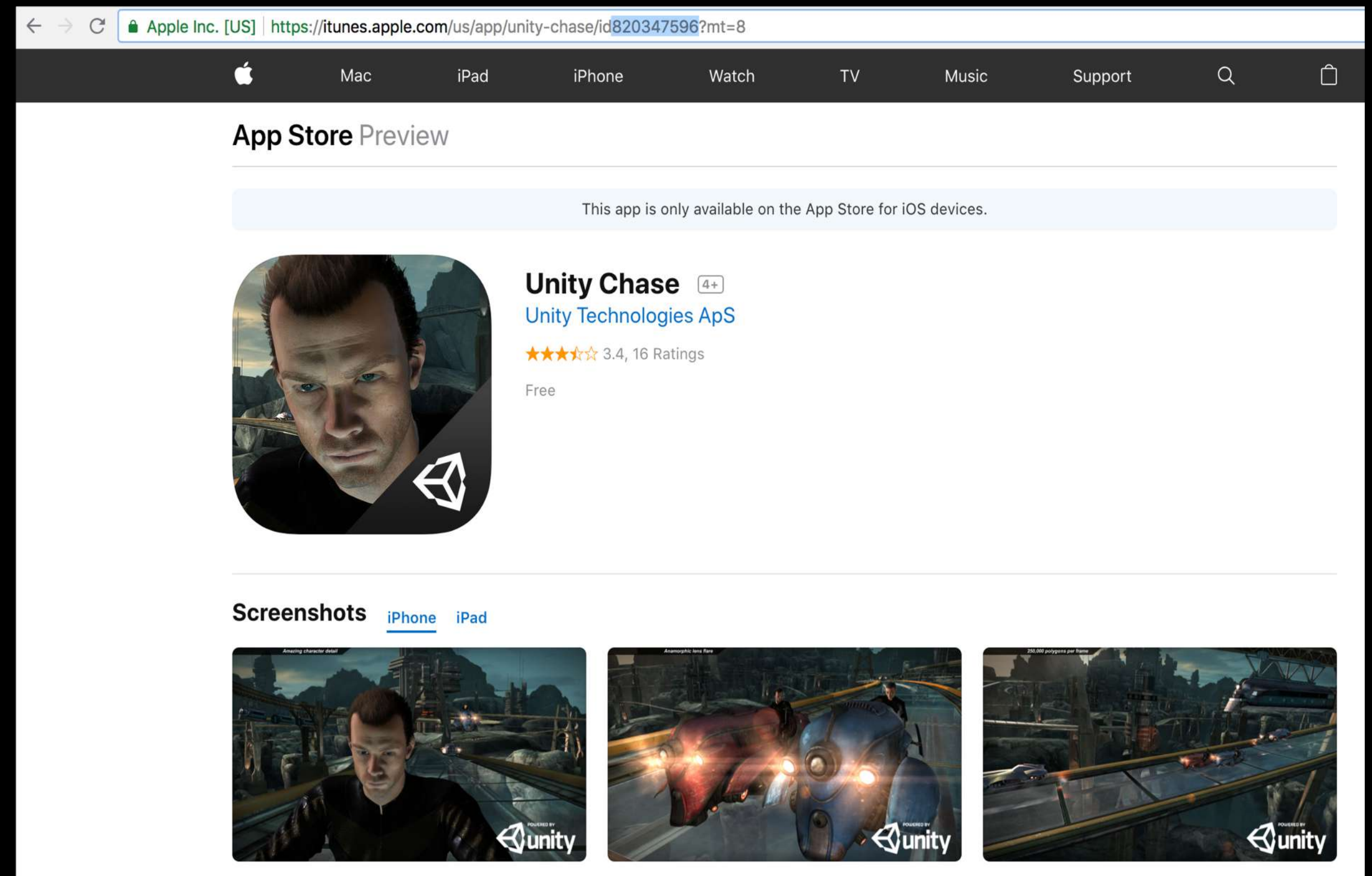
- 填写Store ID-IOS
- 填写Store ID-Android
- 获得广告支持
- 资源链接



填写Store ID - iOS

iOS游戏的Store ID可以从App的iTunes store URL中找到

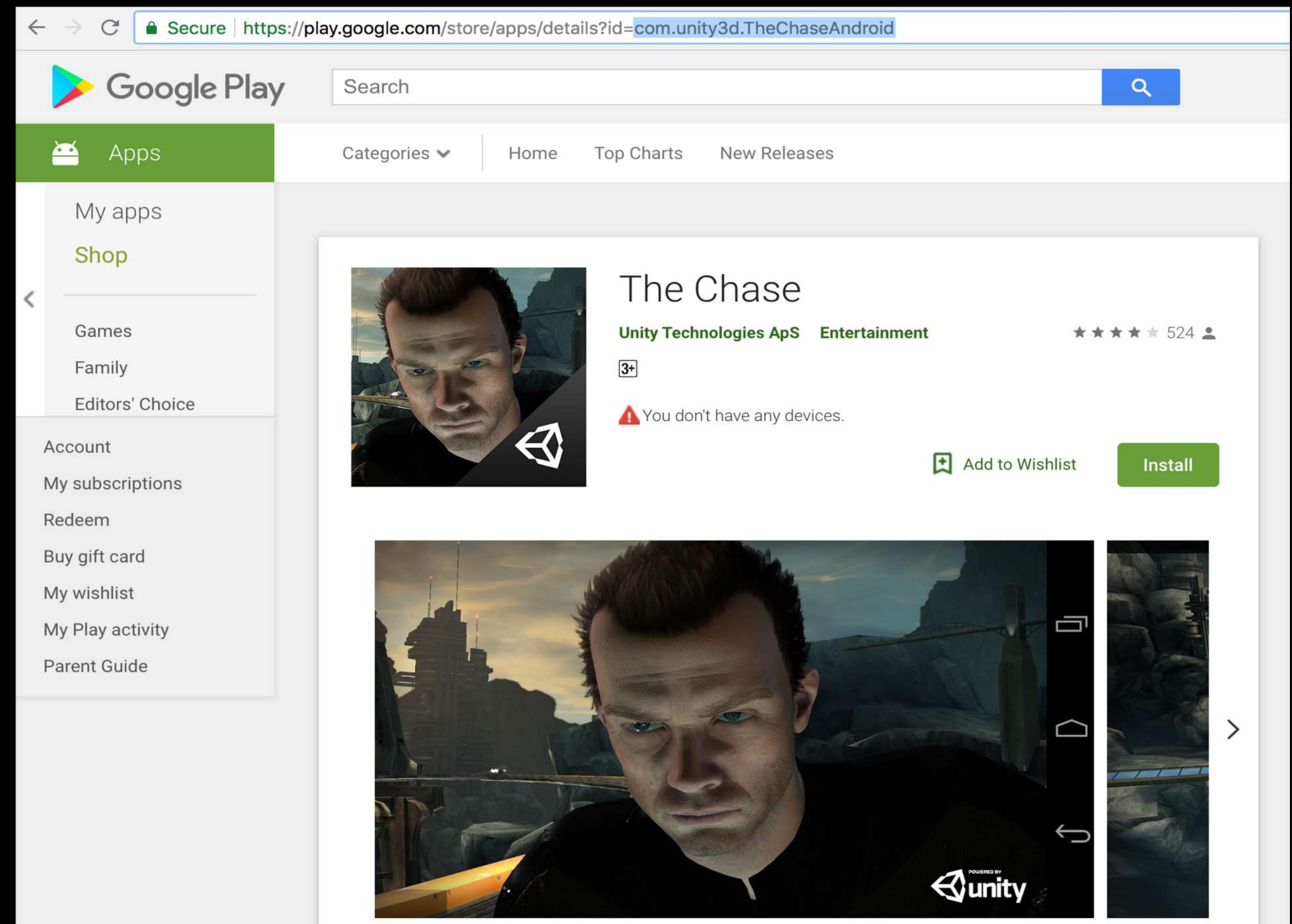
如右图高亮部分




填写Store ID - Android

Android游戏的Store ID可以从App的Google Play store URL中找到

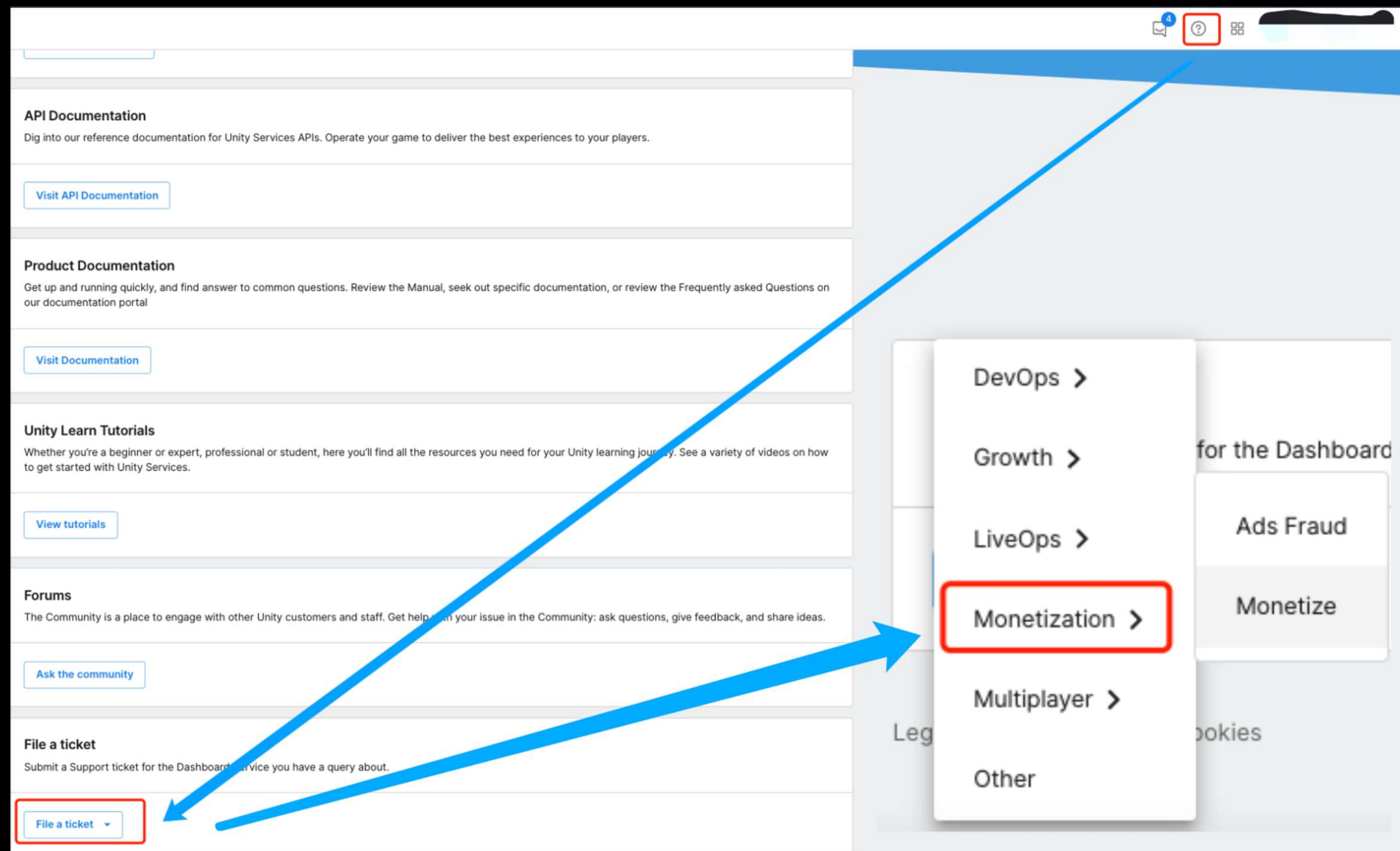
如右图高亮部分



联系广告支持

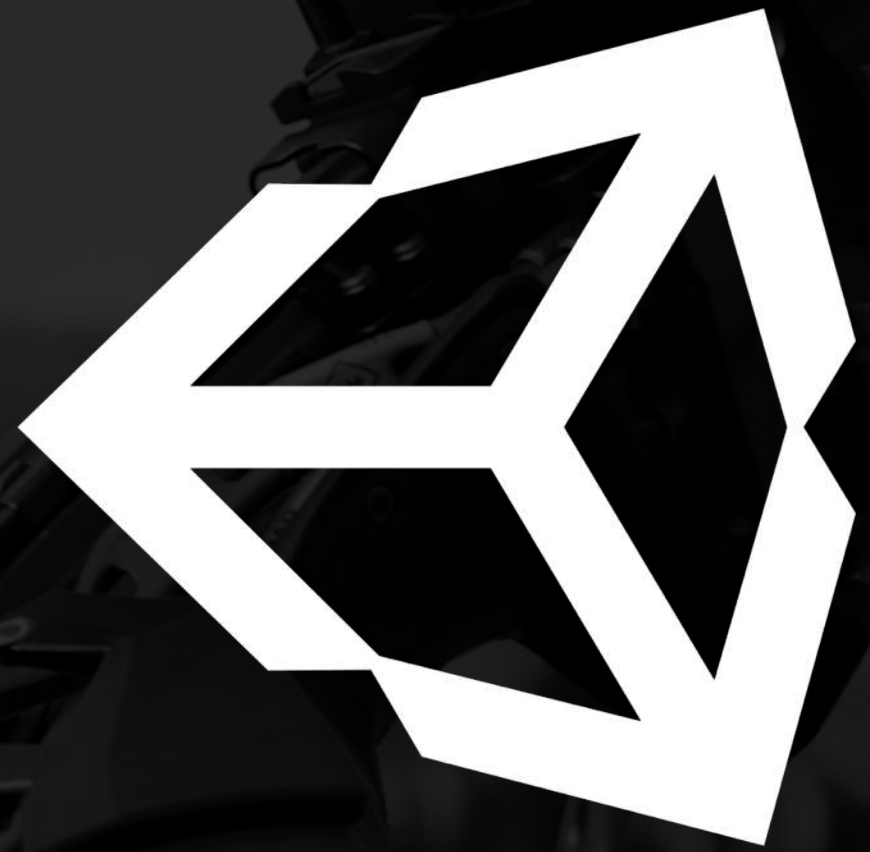
您可以点击后台页面右上角的  后选择File a ticket填写表格获得支持，如右图。
(变现相关问题选择Monetize，变现账户被封选择Ads Fraud)

收到您的需求后，我们会尽快为您解答问题，或联系您确认进一步信息，请您关注您的账户注册邮箱以及及时获取我们的反馈。



资源链接

- Unity ID: <http://id.unity.com/>
- Operate后台: <https://operate.dashboard.unity3d.com>
- 常见问题FAQ [中文]: <https://github.com/unity-cn/unityads-help-cn/wiki/monetization>
- Unity Ads在线文档 [中文]: <https://github.com/unity-cn/unityads-help-cn/wiki>
- Unity Ads在线文档 [英文]: <http://unityads.unity3d.com/help/index>
- Asset Package 下载: <https://assetstore.unity.com/packages/add-ons/services/unity-ads-66123>
- iOS SDK 下载: <https://github.com/Unity-Technologies/unity-ads-ios/releases>
- Android SDK 下载: <https://github.com/Unity-Technologies/unity-ads-android/releases>



Thank You!