



开发者后台操作手册

2019.6

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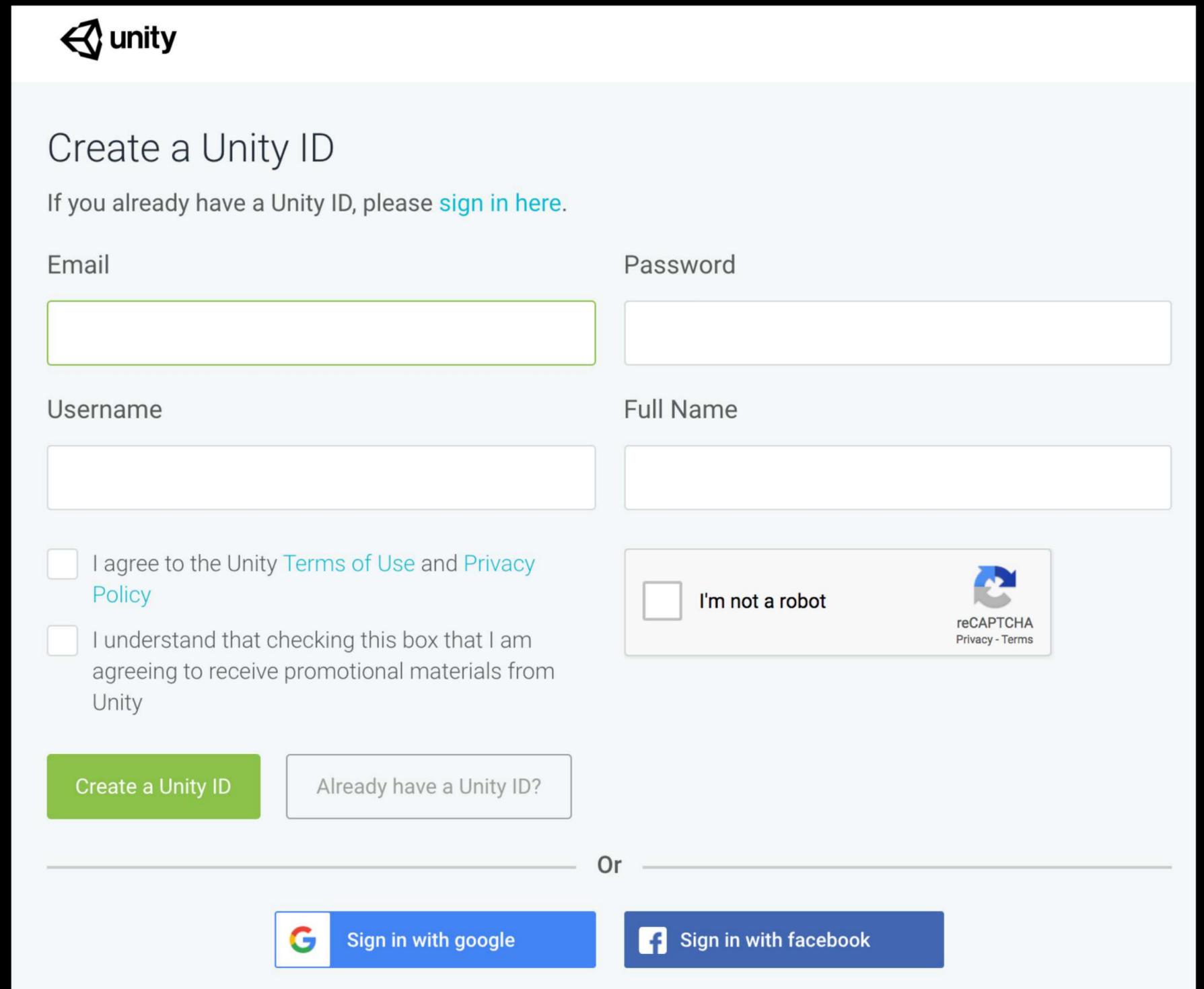
Unity ID

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

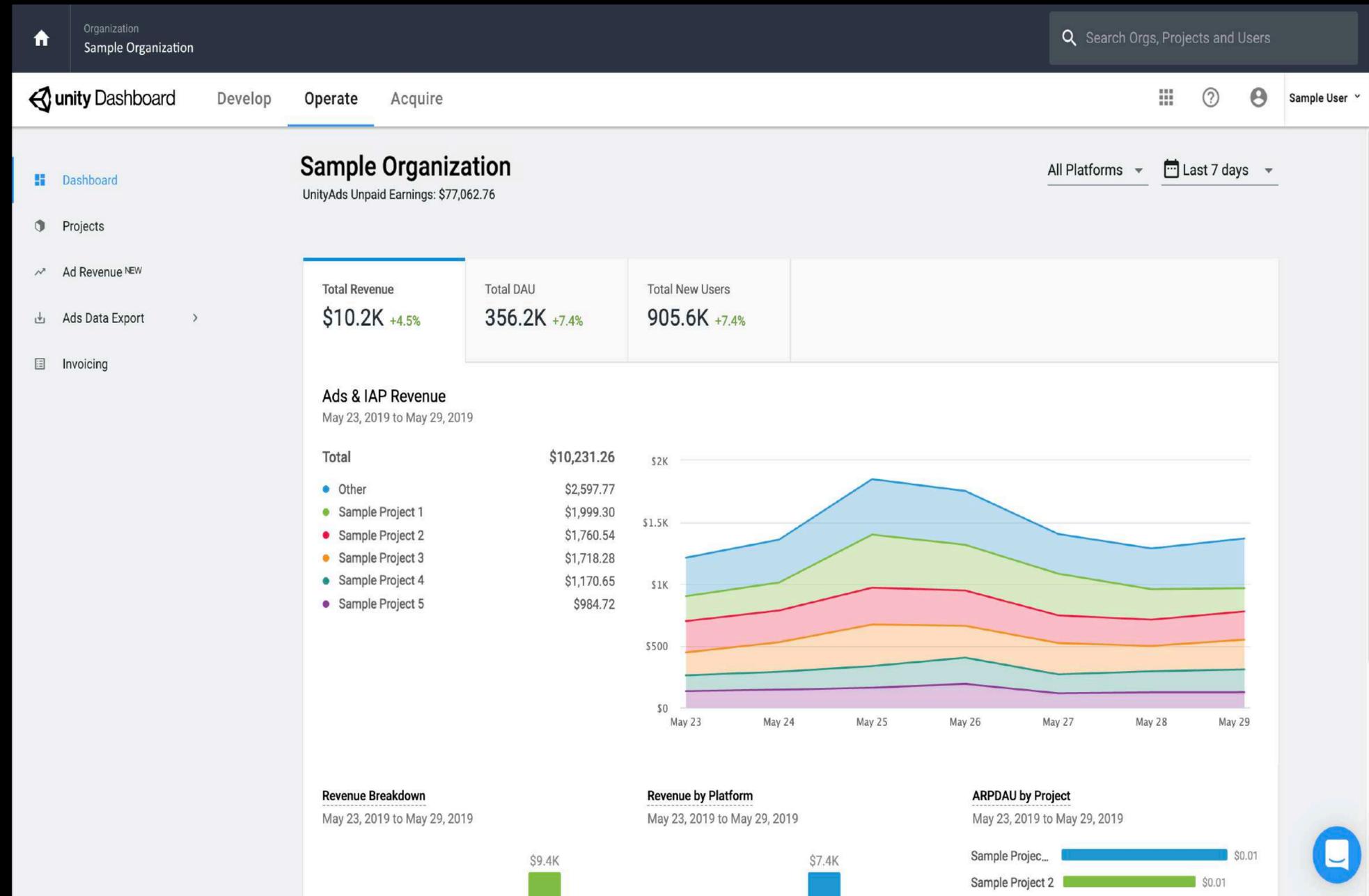


The screenshot shows the Unity ID registration page. At the top left is the Unity logo. The main heading is "Create a Unity ID". Below it, a link says "If you already have a Unity ID, please [sign in here](#)." The form has several input fields: "Email" (highlighted with a green border), "Password", "Username", and "Full Name". There are two checkboxes for terms and conditions: "I agree to the Unity [Terms of Use](#) and [Privacy Policy](#)" and "I understand that checking this box that I am agreeing to receive promotional materials from Unity". A reCAPTCHA widget is present with the text "I'm not a robot" and the reCAPTCHA logo. At the bottom, there are two buttons: "Create a Unity ID" (green) and "Already have a Unity ID?" (grey). Below these is a horizontal line with "Or" in the center. At the very bottom, there are two social login buttons: "Sign in with google" and "Sign in with facebook".

开发者广告后台

Unity Operate后台整合了广告管理、数据报表和付款入口等业务模块：

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



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
 - Stats API (GET request)
- 添加测试设备
- 自动付款设置入口
- 查看收入



切换Organization

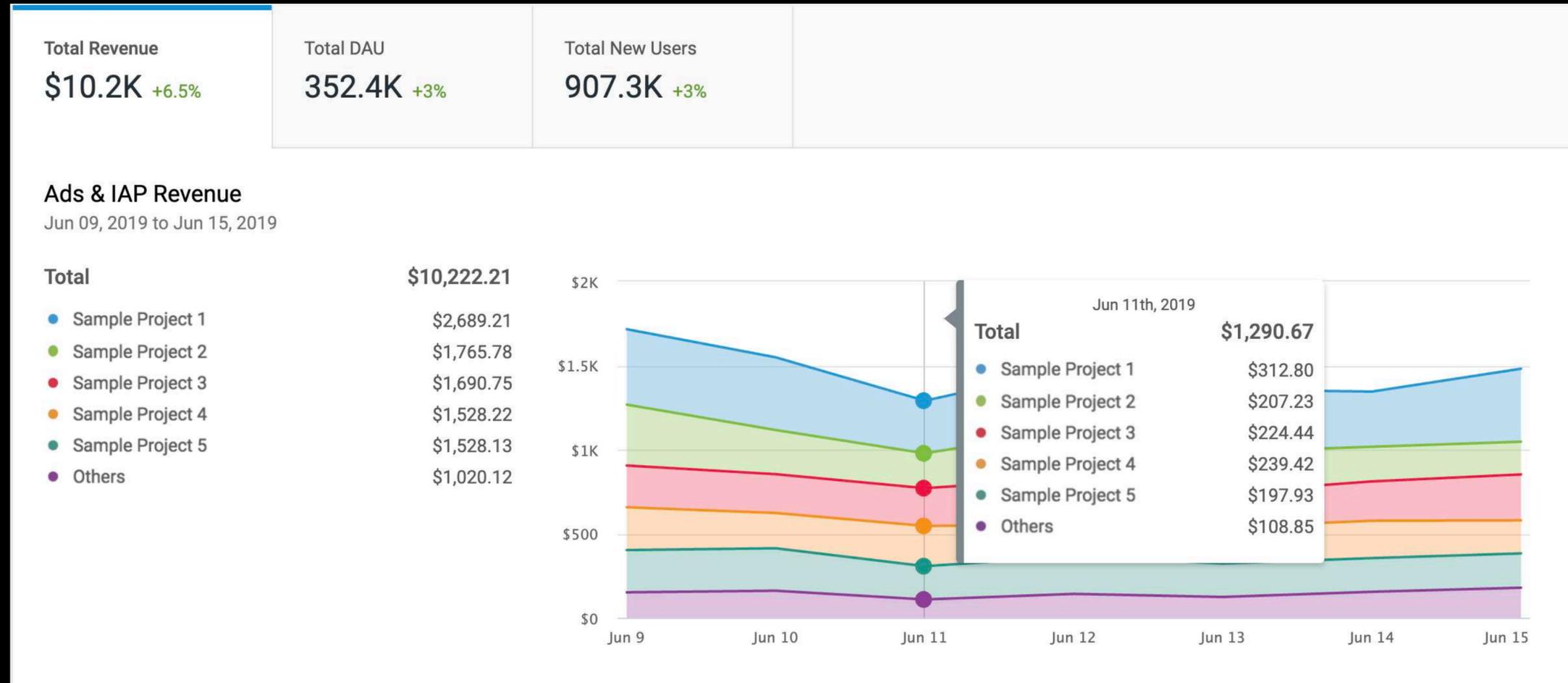
The screenshot shows the Unity Dashboard interface. At the top, there are navigation tabs for 'Develop', 'Operate', and 'Acquire'. The current view is for 'SampleOrganization', showing 'UnityAds Unpaid Earnings: \$0.00'. A dropdown menu is open in the top right corner, displaying a list of organizations: 'SampleOrganization', 'SampleOrganization1', and 'SampleOrganization2', along with a 'Manage organizations' option. The 'Switch organization' option is highlighted with a red box, and a red arrow points to it from the account dropdown above it. The 'Sign out' option is also visible below the organization list.

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。

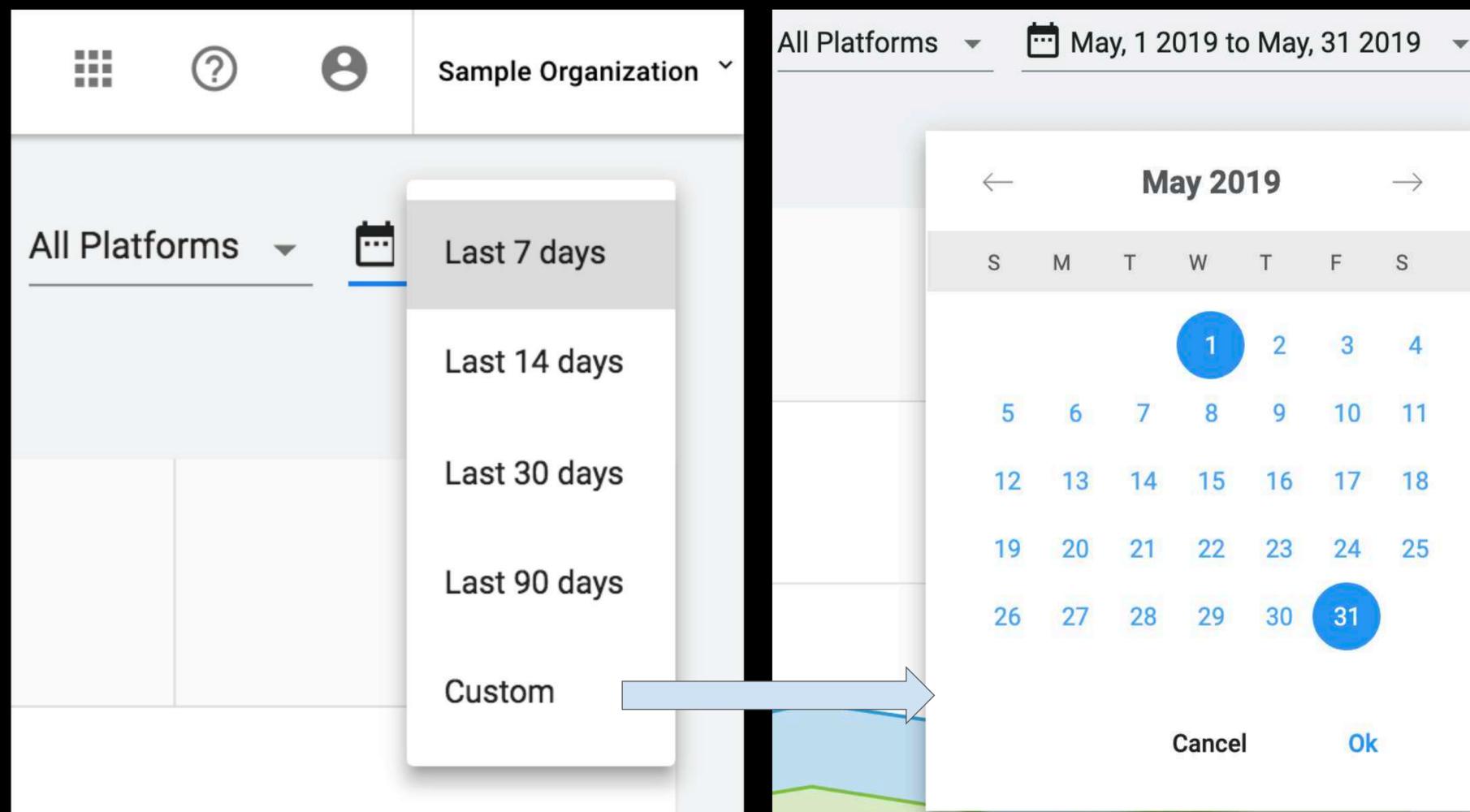
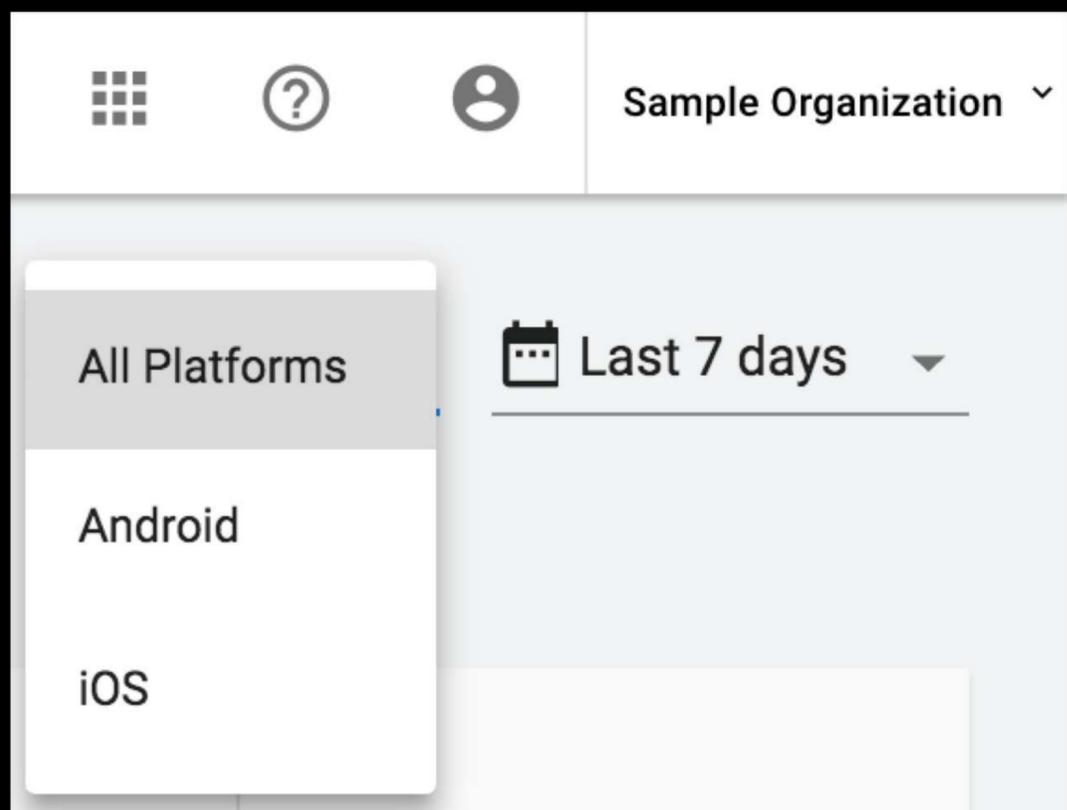
提示：
查看DAU、New Users数据需要您使用Unity Analytics。



Organization收入报表Filter

平台维度

时间维度 (Custom可自定义时间范围, 支持最近180天的数据)



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
- 手动下载
- Stats API (GET request)

The screenshot shows the Unity Dashboard interface. At the top, there is a navigation bar with the Unity logo and the text 'unity Dashboard', and two tabs: 'Develop' and 'Operate'. The main content area is a sidebar menu with the following items: 'Dashboard', 'Projects', 'Ad Revenue NEW', 'Ads Data Export', 'Invoicing', and 'Settings'. The 'Ads Data Export' item is expanded, showing three sub-options: 'Email & CSV', 'Test Devices', and 'API Access'. Blue arrows point from Chinese text annotations to these sub-options: '添加收件人 / 手动下载' points to 'Email & CSV', '添加测试设备' points to 'Test Devices', and '获取apikey' points to 'API Access'. On the right side of the dashboard, there is a 'Sample' section with the text 'UnityAds Unp' and a table with a header 'Total Rev' and a row with a dash '-'.

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.

The image shows a screenshot of the Unity Dashboard interface. The main page is titled "Email & CSV" and is under the "Operate" tab. It features a sidebar with navigation options: Dashboard, Projects, Ad Revenue NEW, Ads Data Export (selected), Email & CSV (highlighted), Test Devices, API Access, Invoicing, and Settings. The main content area has two sections: "Email reporting" and "Raw Data CSV Download". A modal window titled "Add a new report" is open in the foreground, containing the following fields and options:

- Report Name ***: WeeklyReport
- Source ***: All sources
- Split By**: Country, Placement, Platform
- Resolution ***: Daily, Hourly, Total
- Frequency ***: Daily, Weekly, Monthly
- Weekly report send day ***: Monday
- Emails ***: SampleEmail@gmail.com

At the bottom of the modal, there are "Cancel" and "Add" buttons.

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。

Raw Data CSV Download

Raw data is provided "as is" without any warranties with regard to their accurateness. 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.

Split By

Country Placement Platform

Report detail

Daily Weekly Monthly All

Date Range

Last 30 days ▾

[Download CSV](#)

Stats API (GET request)

- 选中**API Access**

具体实现请参照[在线文档](#)，运营人员需要将第一个KEY值提供给开发人员。

The screenshot displays the Unity Ads interface for API Access. On the left sidebar, the 'API Access' option is highlighted with a red box. The main content area features a table with the following data:

API key	168L...	Create Api Key

Below the table, a blue arrow points upwards from the text 'apikey' to the API key value in the table. The 'Create Api Key' button is located to the right of the key value. The sidebar also includes links for 'Legal', 'Privacy Policy', and 'Cookies'.

广告CSV数据样表

维度和指标定义请参照[在线文档:Understanding Unity Ads metrics](#)

提示:

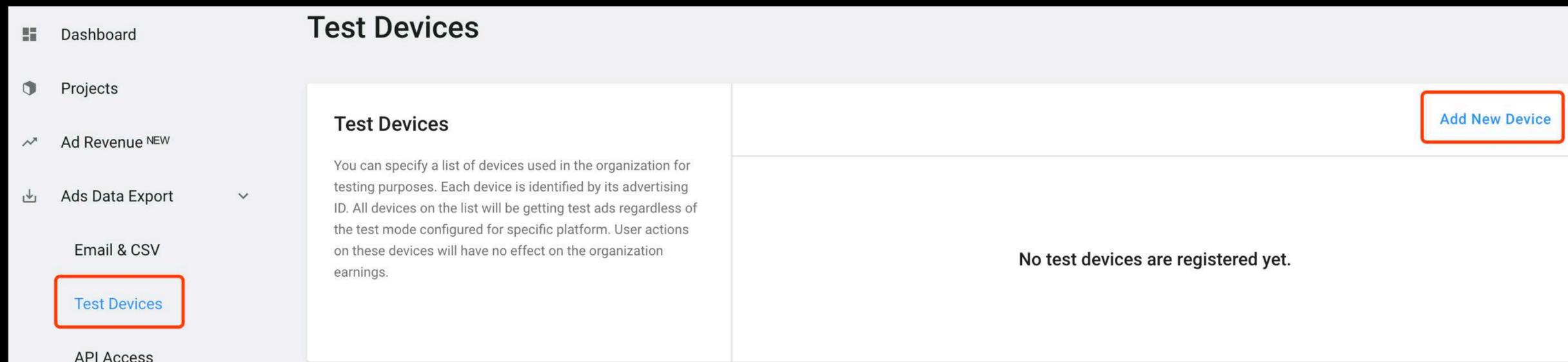
Adrequests和available不支持split by广告位(placement/zone), 因此同时使用时会出现Adrequests和available有值但revenue、started和views为0的情况.

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



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，您无需再手动发送invoice请求付款。

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 shows the Unity Invoicing dashboard. On the left is a navigation sidebar with the following items: Dashboard, Projects, Ad Revenue NEW, Ads Data Export, Invoicing (highlighted with a red box), and Settings. The main content area is titled 'Invoicing' and contains the following sections: 1. A message: 'No automated payouts scheduled.' 2. A section titled 'Transaction history' which is currently empty. 3. A message: 'Your organization hasn't generated any monetary transactions yet. To learn more, please read [the revenue and payment guide](#).' 4. A large blue arrow pointing downwards from the message above. 5. A footer message: 'To receive automated payouts, please make sure you have configured a valid payout profile.' with a red box around the 'Go to Unity ID' button. 6. A red box around the 'Invoicing' menu item in the sidebar. 7. A red box around the 'Go to Unity ID' button in the footer. 8. The text '跳转付款账户设置' (Jump to payment account settings) is placed above the arrow.

查看收入

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

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（没设置自动付款、收入未到达付款条件、账号被判定涉嫌广告欺诈）

unity Dashboard Develop Operate Acquire

Dashboard
Projects
Ad Revenue ^{NEW}
Ads Data Export
Invoicing
Settings

Invoicing

Next estimated automated payout: \$40,250.32 on June 28, 2019
The estimated payout is calculated using standard payment terms. [Learn more](#)

预计下次自动付款时间

Transaction history

Date added	Transaction	Amount
2019-06-05	Earnings (May 2019)	\$39,295.34
2019-05-17	Automated payout	-\$37,640.26
2019-05-02	Earnings (April 2019)	\$40,250.32
2019-04-17	Automated payout	-\$31,626.09
2019-04-16	Bonus	\$4,167.91
2019-04-05	Earnings (March 2019)	\$33,472.35

项目

- 创建Project
 - Project Overview
- Project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
- Project信息概览

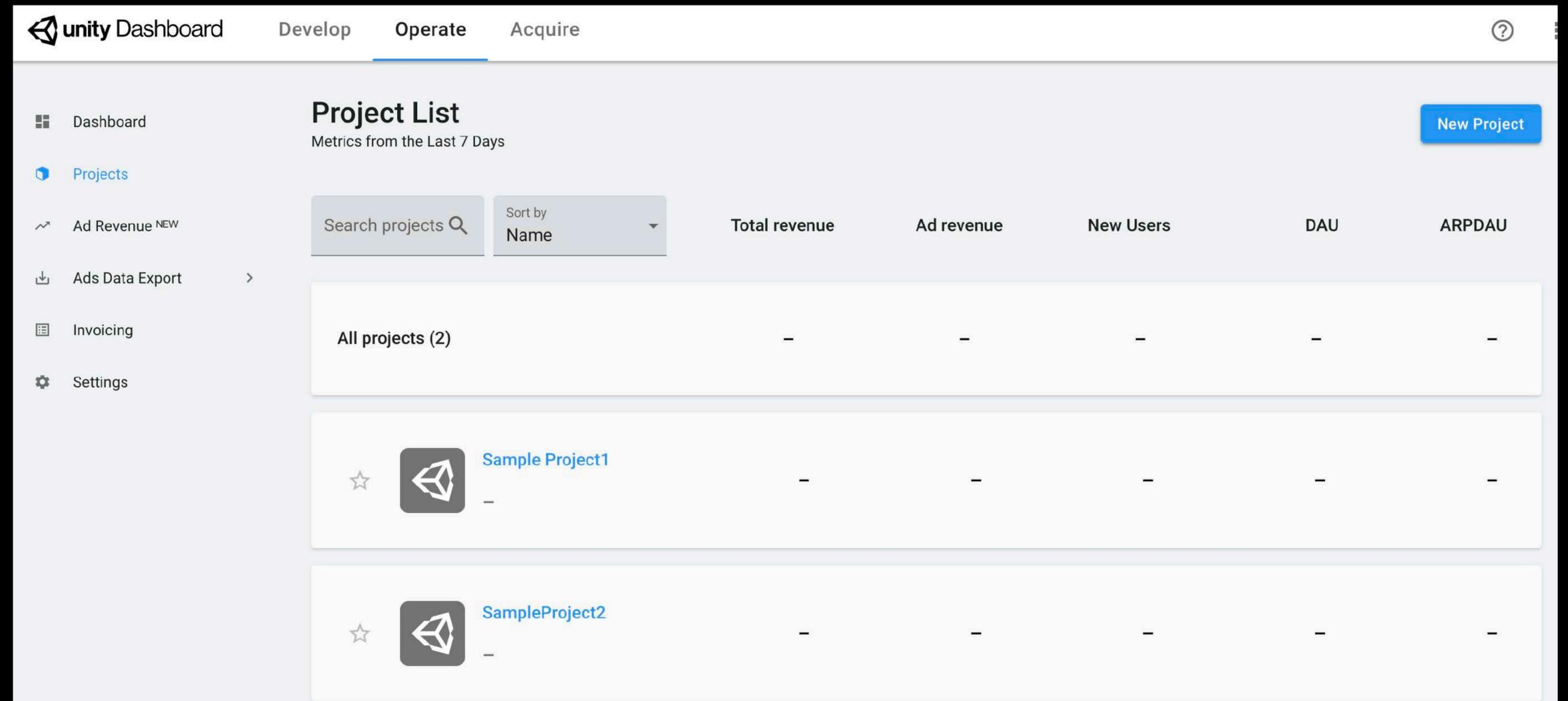


Projects列表

- 选中**Projects**

这里您可以分别对当前Organization下各个项目Project做设置和查看数据。

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



	Total revenue	Ad revenue	New Users	DAU	ARPPDAU
All projects (2)	-	-	-	-	-
☆  Sample Project1	-	-	-	-	-
☆  SampleProject2	-	-	-	-	-

创建Project

- 选中**NEW PROJECT**

参考说明并根据游戏实际情况填写
[Store ID](#)和[COPPA](#)

提示：
项目创建后不支持修改COPPA;

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。



Add new project

Project name

The Chase

Store IDs (optional)

The store IDs are used to fetch store information such as app category and icon. Our ad optimization will use this information to maximize your revenue. If the game hasn't been published yet you can always add the IDs later.

Apple App Store ID

820347596



Unity Chase

820347596

Google Play Store ID

com.unity3d.TheChaseAndroid



The Chase

com.unity3d.TheChaseAndroid

This game is directed to children under the age of 13 in the United States

In accordance with the Children's Online Privacy Protection Act (COPPA), we require all products that use Unity Ads to identify whether or not they are directed at children under the age of 13 in the United States

CANCEL

ADD PROJECT

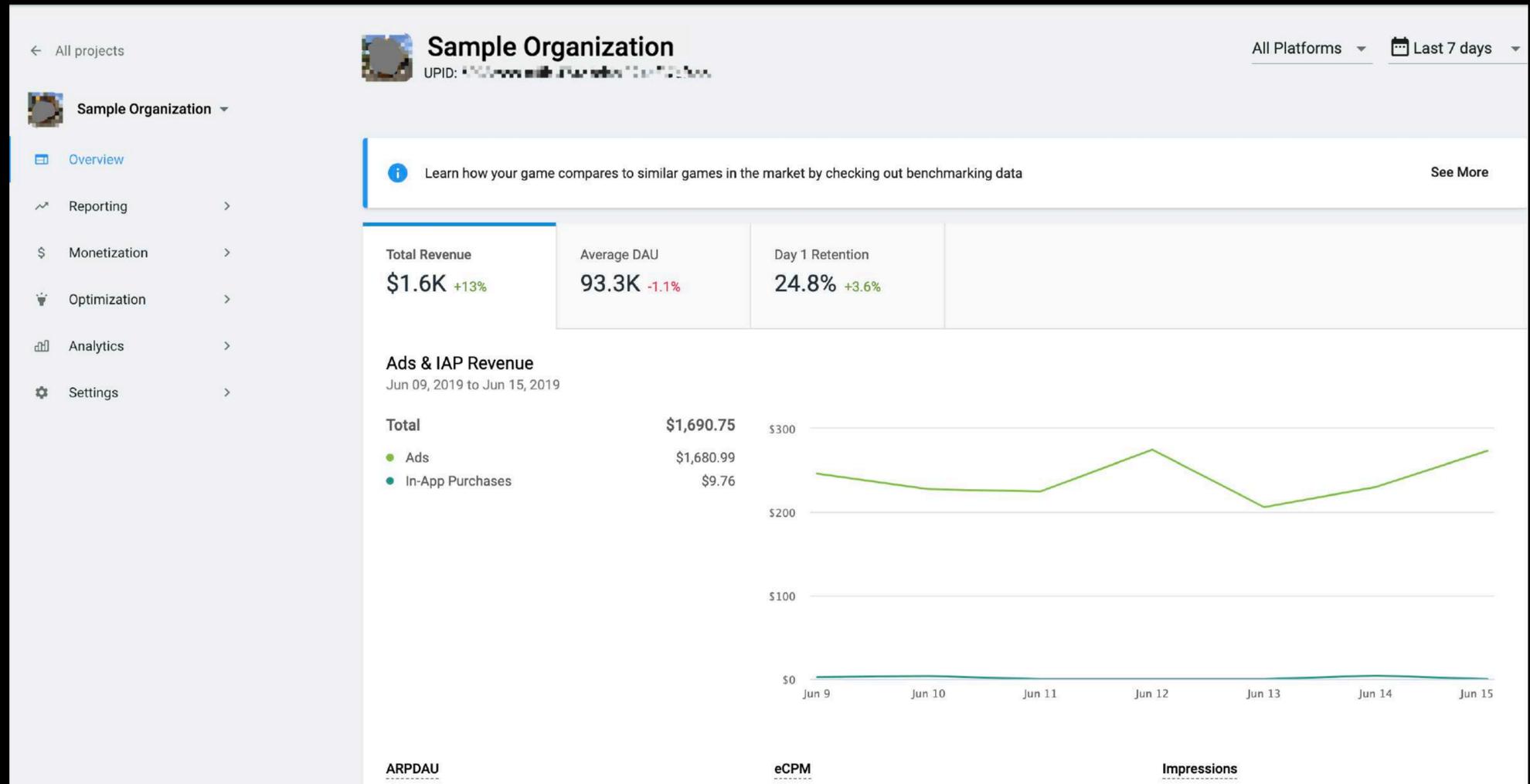
Project Overview

- 选中一个Project

- 选中**Overview**

这里您可以查看当前项目Project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。

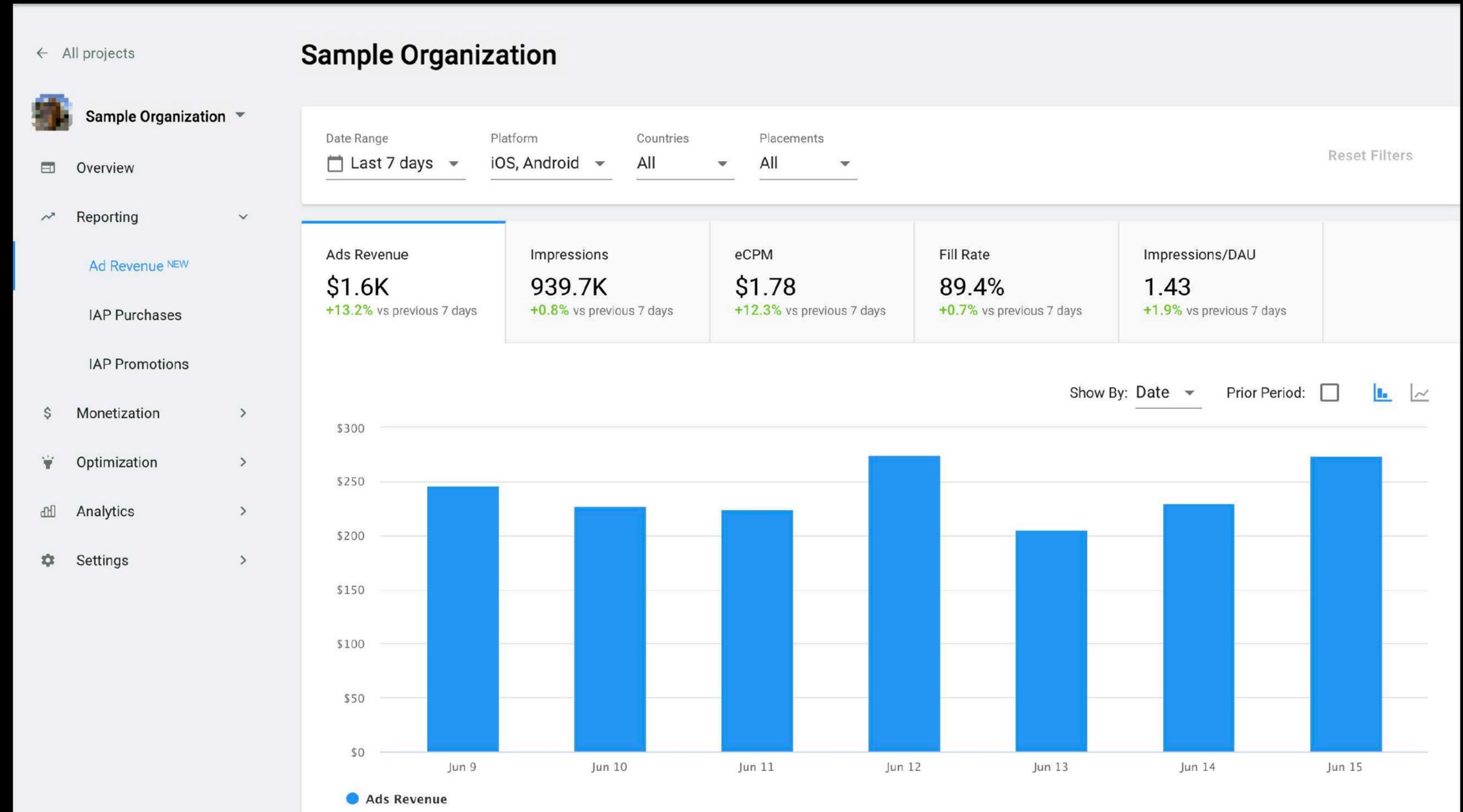


Project广告数据

- 选中Reporting
- 选中Ad Revenue

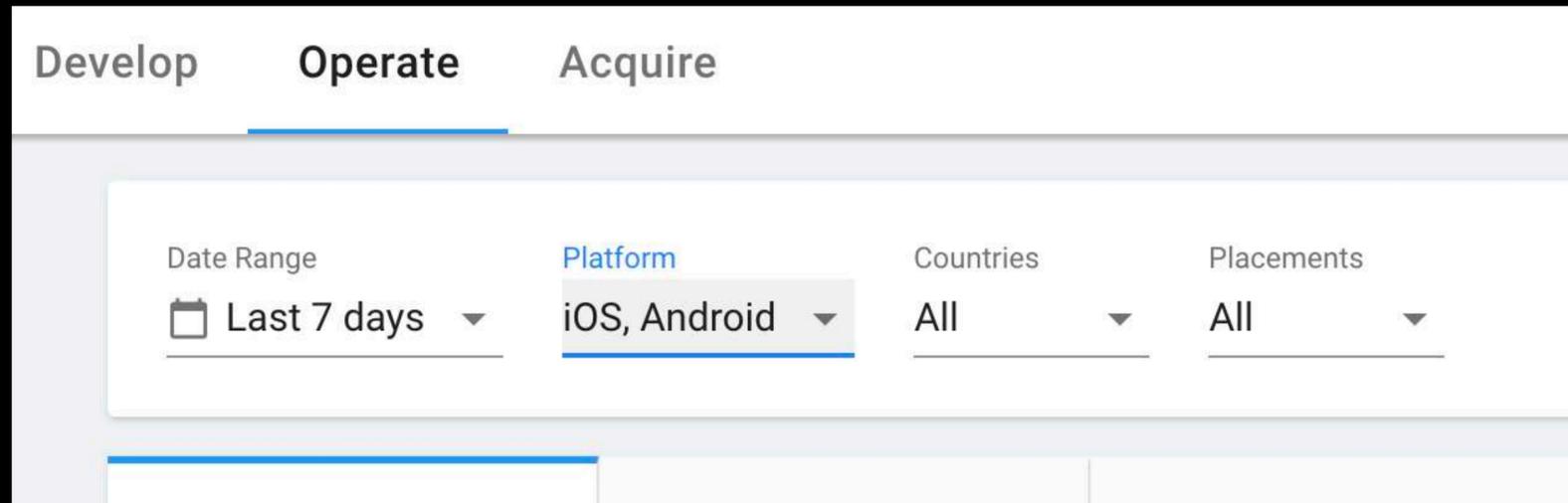
这里您可以查看当前项目Project的详细广告数据。

提示：
查看Impressions/DAU数据需要您使用Unity Analytics。

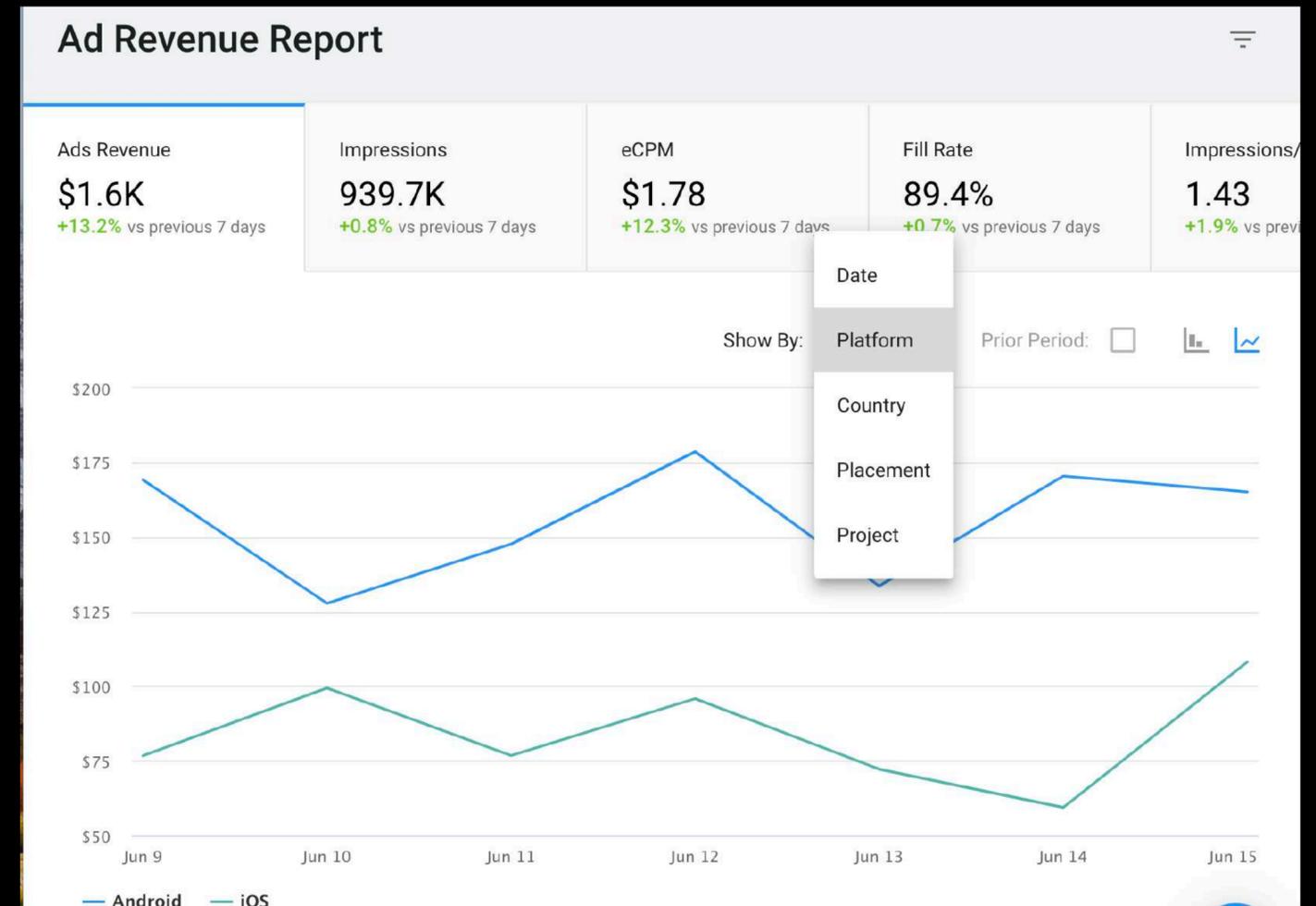


广告数据操作

可以按时间、平台、国家、广告位 筛选

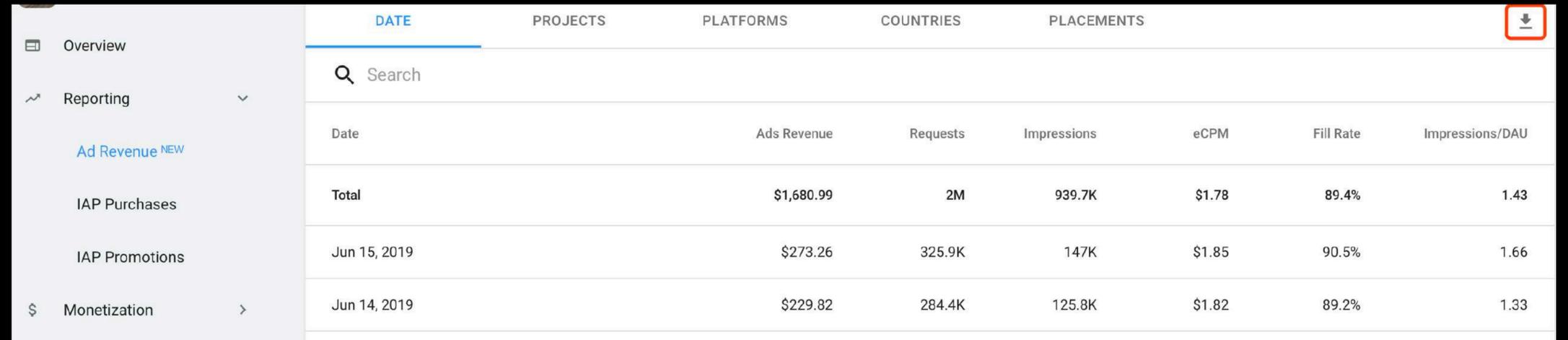


按不同维度做数据对比



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。



DATE	PROJECTS	PLATFORMS	COUNTRIES	PLACEMENTS		
Search						
Date	Ads Revenue	Requests	Impressions	eCPM	Fill Rate	Impressions/DAU
Total	\$1,680.99	2M	939.7K	\$1.78	89.4%	1.43
Jun 15, 2019	\$273.26	325.9K	147K	\$1.85	90.5%	1.66
Jun 14, 2019	\$229.82	284.4K	125.8K	\$1.82	89.2%	1.33

Date	Ads Revenue	Requests	Impressions	eCPM	Fill Rate	Impressions/DAU
Total	\$1680.99	2081287	939732	\$1.78	89.4%	1.4378048556583045
Jun 9, 2019	\$245.92	340672	152902	\$1.60	90.1%	1.3879362774020787
Jun 10, 2019	\$227.19	284811	129901	\$1.74	89.2%	1.4429917131367889
Jun 11, 2019	\$224.43	283774	129582	\$1.73	89.1%	1.4391284067435197
Jun 12, 2019	\$274.52	283376	129168	\$2.12	88.7%	1.430669546436285
Jun 13, 2019	\$205.81	278251	125224	\$1.64	88.3%	1.3880926252313968
Jun 14, 2019	\$229.82	284428	125861	\$1.82	89.2%	1.332257176729613
Jun 15, 2019	\$273.26	325975	147094	\$1.85	90.5%	1.6641663555419792

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:

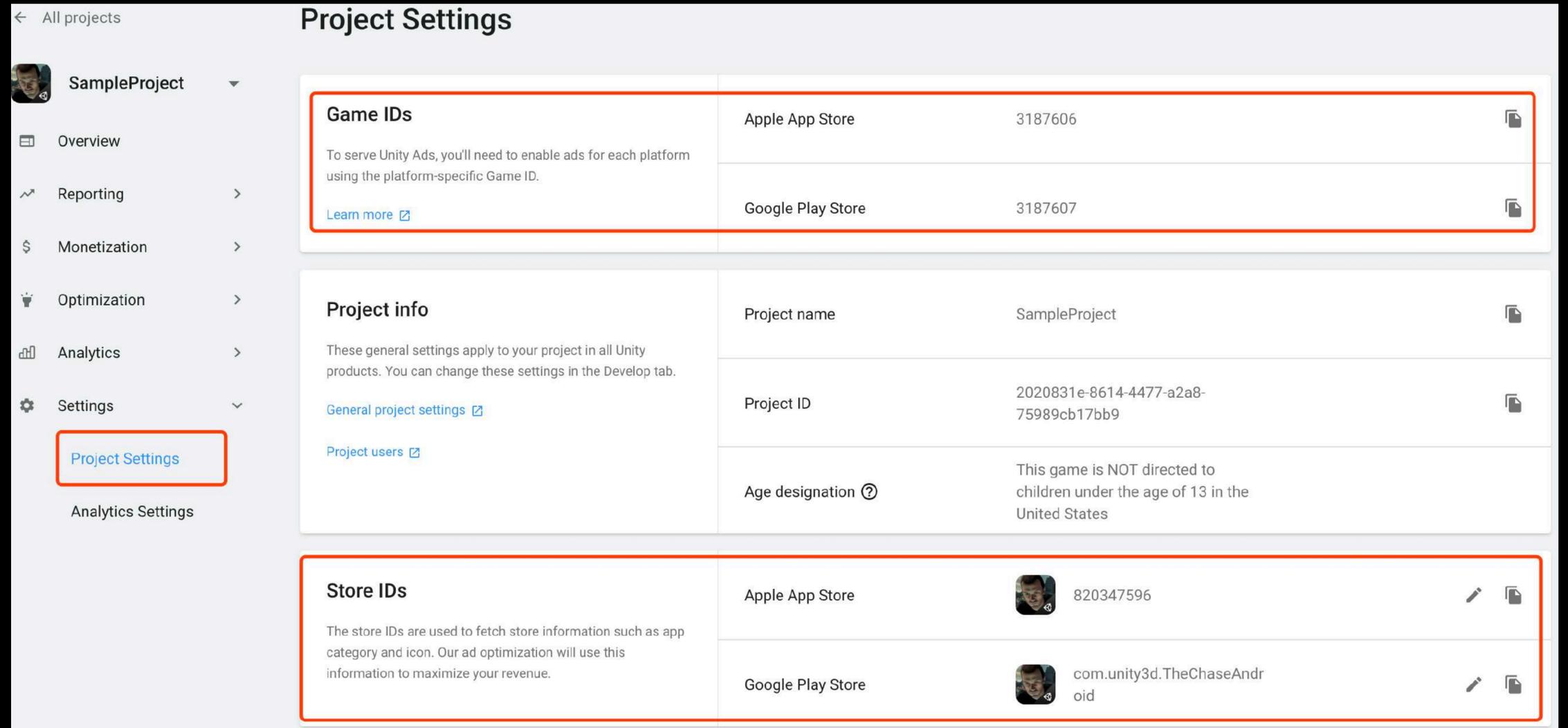
Unity Game ID由7位数字组成, 它不等同于您游戏的商店应用ID, 请勿混淆使用.

平台Platform

- 选中**Settings**
- 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 shows the 'Project Settings' page for a project named 'SampleProject'. The left sidebar contains navigation options: Overview, Reporting, Monetization, Optimization, Analytics, Settings (highlighted with a red box), and Analytics Settings. The main content area is divided into sections: 'Game IDs', 'Project info', and 'Store IDs'. The 'Game IDs' section is highlighted with a red box and contains a table with columns for platform, Game ID, and a copy icon. The 'Project info' section contains fields for Project name, Project ID, and Age designation. The 'Store IDs' section is also highlighted with a red box and contains a table with columns for platform, store ID, a user profile icon, and edit/copy icons.

Platform	Game ID	Action
Apple App Store	3187606	Copy
Google Play Store	3187607	Copy

Platform	Store ID	User	Action
Apple App Store	820347596	[User Profile]	Edit Copy
Google Play Store	com.unity3d.TheChaseAndroid	[User Profile]	Edit Copy

平台广告过滤

- 选中 **Monetization**
- 选中 **Ad Filters**

这里您可以通过广告的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。

The screenshot shows the 'Ad Filters' configuration page in the Unity dashboard. The left sidebar lists navigation options: Overview, Reporting, Monetization (expanded), Placements (with 'Ad Filters' highlighted in a red box), In-App Purchases, and IAP Promotions. Below these are Optimization, Analytics, and Settings. The main content area is titled 'Ad Filters' and contains two sections: 'Category filtering' and 'Age limits'. Each section has a table of settings for 'Apple App Store' and 'Google Play Store'. The 'Category filtering' section includes a warning: 'Exclude certain categories from showing up in your game. Please note that blocking ads might negatively affect your revenue.' The 'Age limits' section includes a warning: 'Exclude ads that might not be suitable for your target audience. Blocking applies only to ads for games and apps.' At the bottom, there are links for 'Legal', 'Privacy Policy', and 'Cookies'.

Platform	Category filtering	Age limits
Apple App Store	No categories excluded	Show all ads
Google Play Store	No categories excluded	Show all ads

平台广告设置-测试模式, 广告开关

- 选中**Settings**
- 选中**Project 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。

The screenshot shows the Unity Project Settings interface for a project named 'SampleProject'. The left sidebar contains a navigation menu with 'Project Settings' highlighted. The main content area is divided into several sections:

- General project settings:** Includes Project ID (2020831e-8614-4477-a2a8-75989cb17bb9) and Age designation (This game is NOT directed to children under the age of 13 in the United States).
- Store IDs:** Lists Apple App Store (820347596) and Google Play Store (com.unity3d.TheChaseAndroid).
- Test mode:** A section with a red border containing two rows. For both Apple App Store and Google Play Store, the status is 'Client test mode not overridden'.
- Ad delivery status:** A section with a red border containing two rows. For both Apple App Store and Google Play Store, the status is 'Ad delivery enabled'.

Placement ID

在您创建Project时，Unity默认会自动为每个游戏生成2个全屏视频广告位，您也可以手动添加更多。

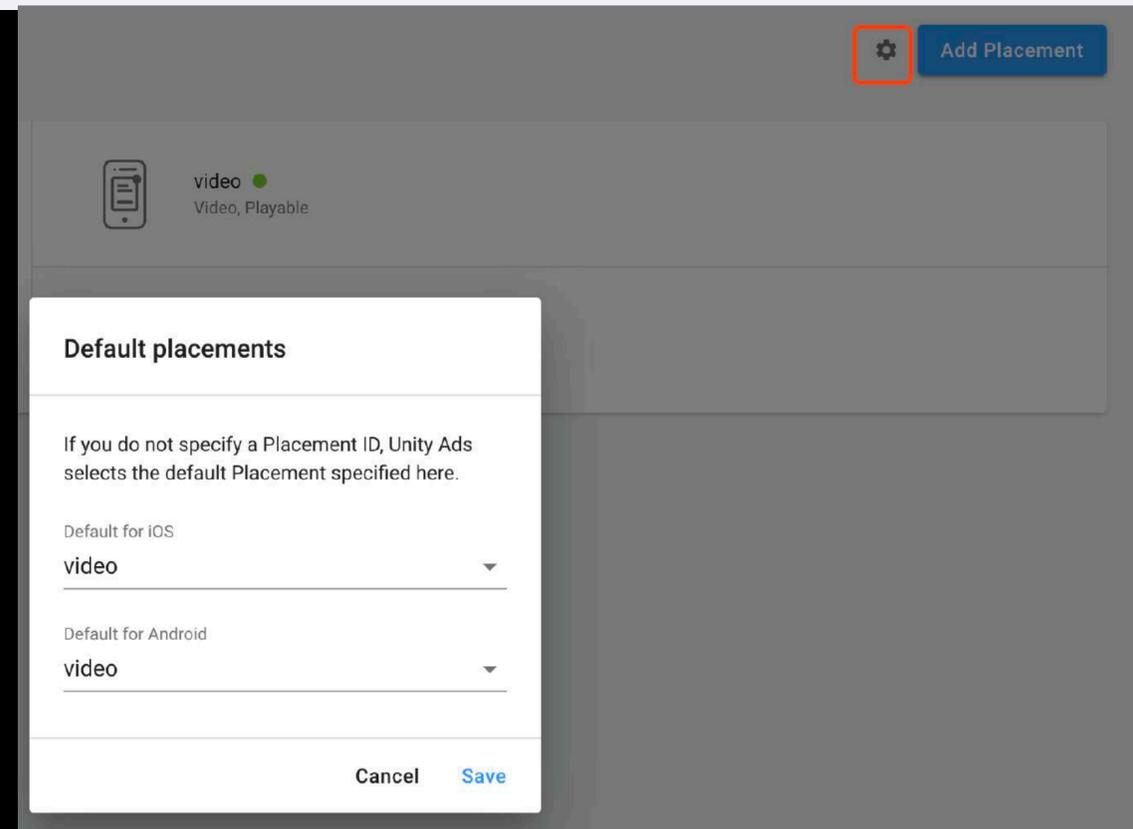
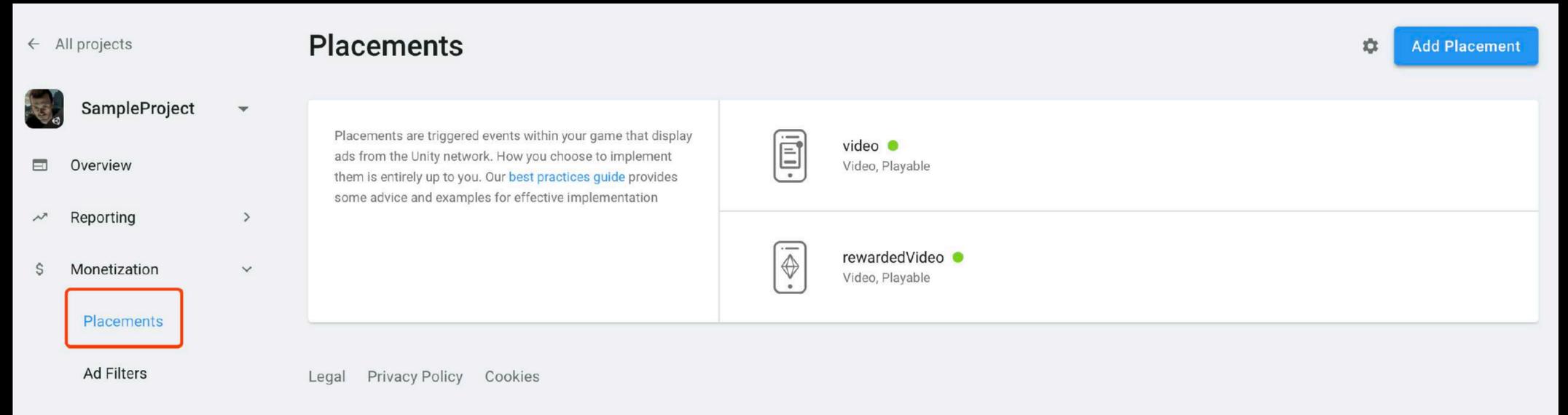
一般开发者可能需要使用不同设置的Placement ID来达到不同的广告效果，这种情况就需要广告运营人员将Placement ID告诉开发人员。

广告位Placement

- 选中**Monetization**
- 选中**Placements**

这里您可以查看当前游戏的所有广告位，列表值为**Placement ID**。

点击可以切换默认广告位，当您广告代码中没有指定广告位时，将使用默认广告位的设置展示广告。



新建广告位

- 选中 **Monetization**
- 选中 **Placements**
- 选中 **Add Placement**

Unity默认会自动为每个游戏生成2个全屏视频广告位(可跳过和不可跳过), 您也可以通过ADD PLACEMENT添加更多广告位以满足不同需求.

提示:

即使是可跳过的视频广告, 当玩家看完广告视频时, 也会触发观看完成Completed的回调。

Add new placement

Placement name *

resumeGame

Placement ID

resumegame

Rewarded

Non-rewarded

Banner

CANCEL CREATE NEW PLACEMENT

广告位设置

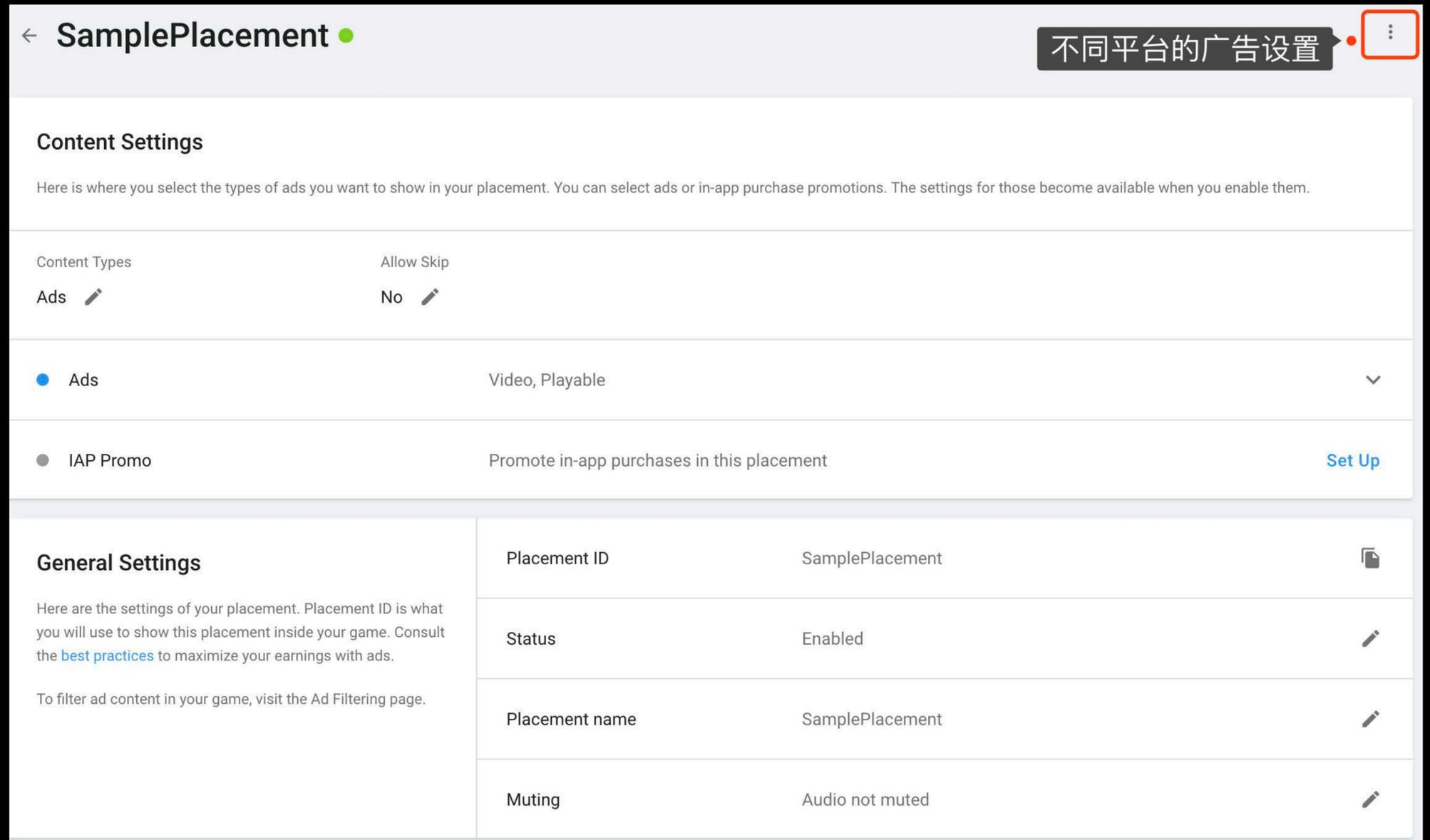
- 选中**Monetization**
- 选中**Placements**
- 选中一个全屏广告位

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**
- 是否设置IAP Promo

提示:

点击  可以对同一广告位做不同平台的广告设置(竞价方式除外).



Project信息概览

- 选中Settings
- 选中Project Settings

这里您可以查看当前游戏项目的信息，包括COPPA信息和广告Game ID等。

The screenshot shows the Unity Project Settings page for a project named 'SampleProject'. The left sidebar contains navigation options: Overview, Reporting, Monetization, Optimization, Analytics, Settings (selected), and Analytics Settings. The main content area is titled 'Project Settings' and is divided into several sections:

- Game IDs:** A table listing Game IDs for Apple App Store (3187606) and Google Play Store (3187607). A note states: 'To serve Unity Ads, you'll need to enable ads for each platform using the platform-specific Game ID.' A 'Learn more' link is provided.
- Project info:** A section for general settings. It includes:
 - Project name:** SampleProject
 - Project ID:** 2020831e-8614-4477-a2a8-75989cb17bb9
 - Age designation:** This game is NOT directed to children under the age of 13 in the United States.
- Store IDs:** A table listing Store IDs for Apple App Store (820347596) and Google Play Store (com.unity3d.TheChaseAndroid). A note states: 'The store IDs are used to fetch store information such as app category and icon. Our ad optimization will use this information to maximize your revenue.'

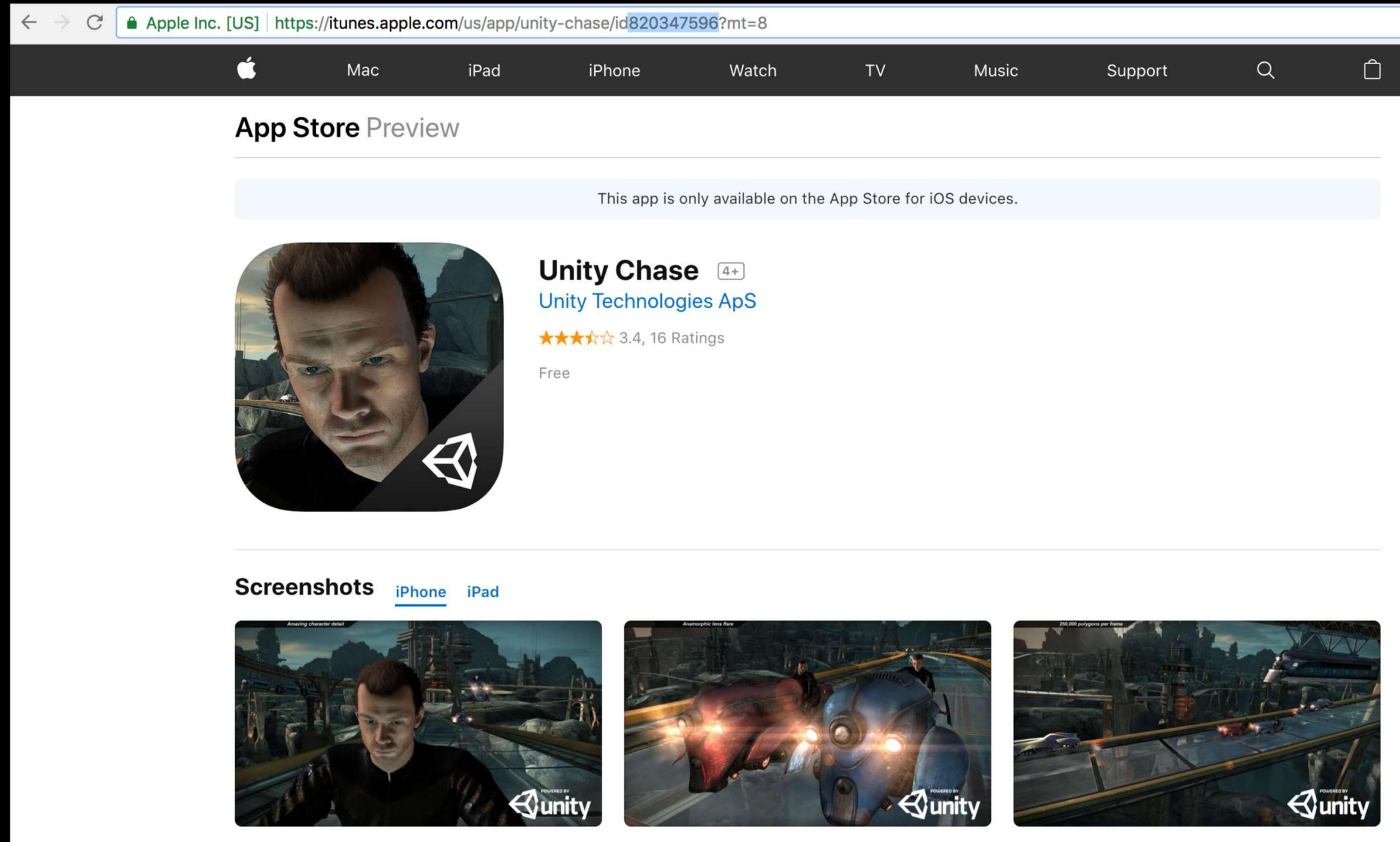
附录

- 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：

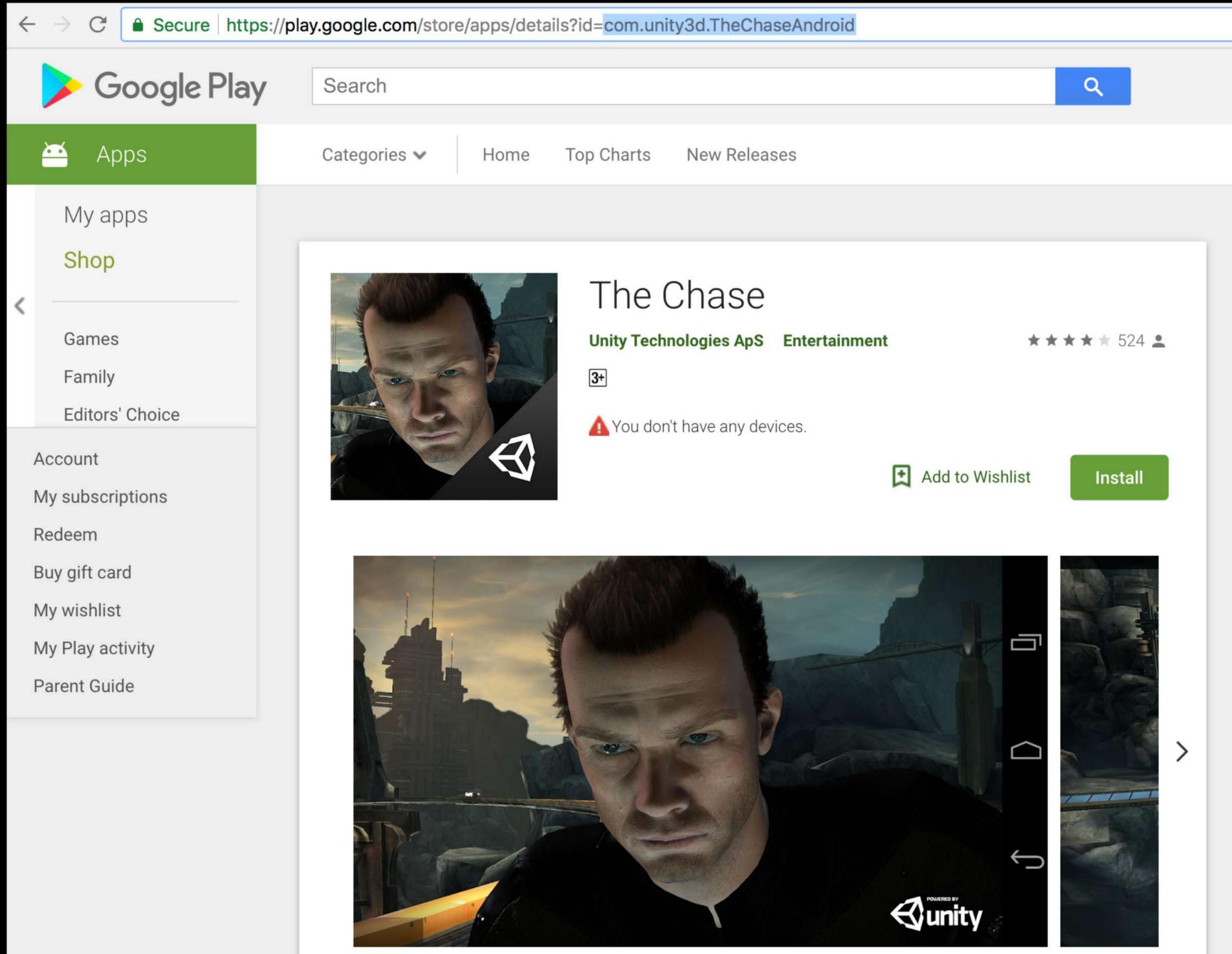


The screenshot shows the App Store page for the game 'Unity Chase'. The URL in the browser's address bar is `https://itunes.apple.com/us/app/unity-chase/id820347596?mt=8`, with the Store ID `820347596` highlighted in blue. The page features the app's icon, a rating of 3.4 stars from 16 reviews, and a 'Free' price tag. Below the app information, there are three screenshots of the game, each with a 'POWERED BY unity' logo in the bottom right corner. The navigation bar at the top includes links for Mac, iPad, iPhone, Watch, TV, Music, and Support.



填写Store ID -Android

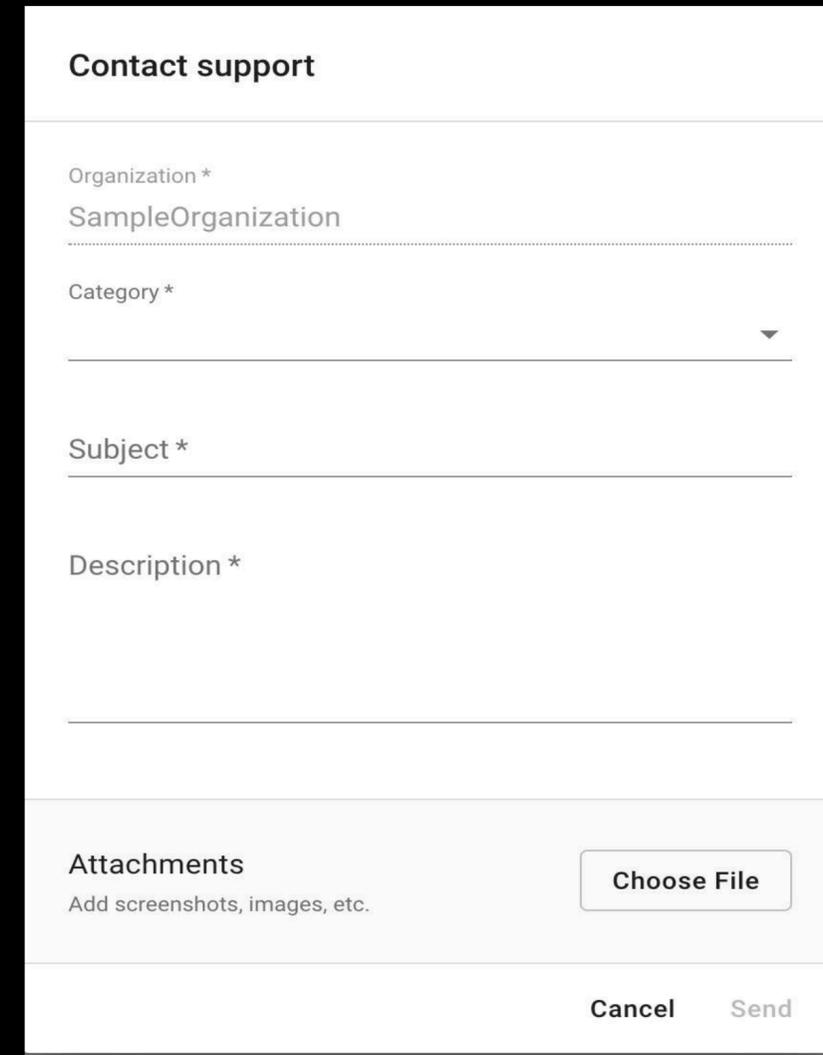
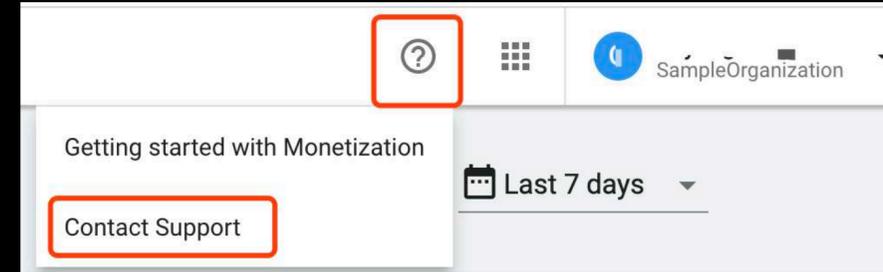
Android游戏的Store ID可以从App的Google Play store URL中找到，如右图高亮部分：



联系广告支持

您可以点击后台页面右上角的  后选择 **Contact Support** 填写表格获得支持，如右图。

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>



Unity Ads Support