



# 基本操作与集成手册

2018.8



# 内容预览

- Unity后台操作

- Unity ID
- Operate后台
  - Game ID
  - Placement ID
  - 广告位设置
  - 自动发送收入报表

- 广告代码集成

- Services Window
- Asset Store Package
- iOS SDK
- Android SDK

- 附录

- 填写Store ID
- Test Mode
- 获得技术支持
- 资源链接

# Unity后台操作

- Unity ID
- Operate后台
  - Game ID
  - Placement ID
  - 广告位设置
  - 自动发送收入报表



# Unity ID

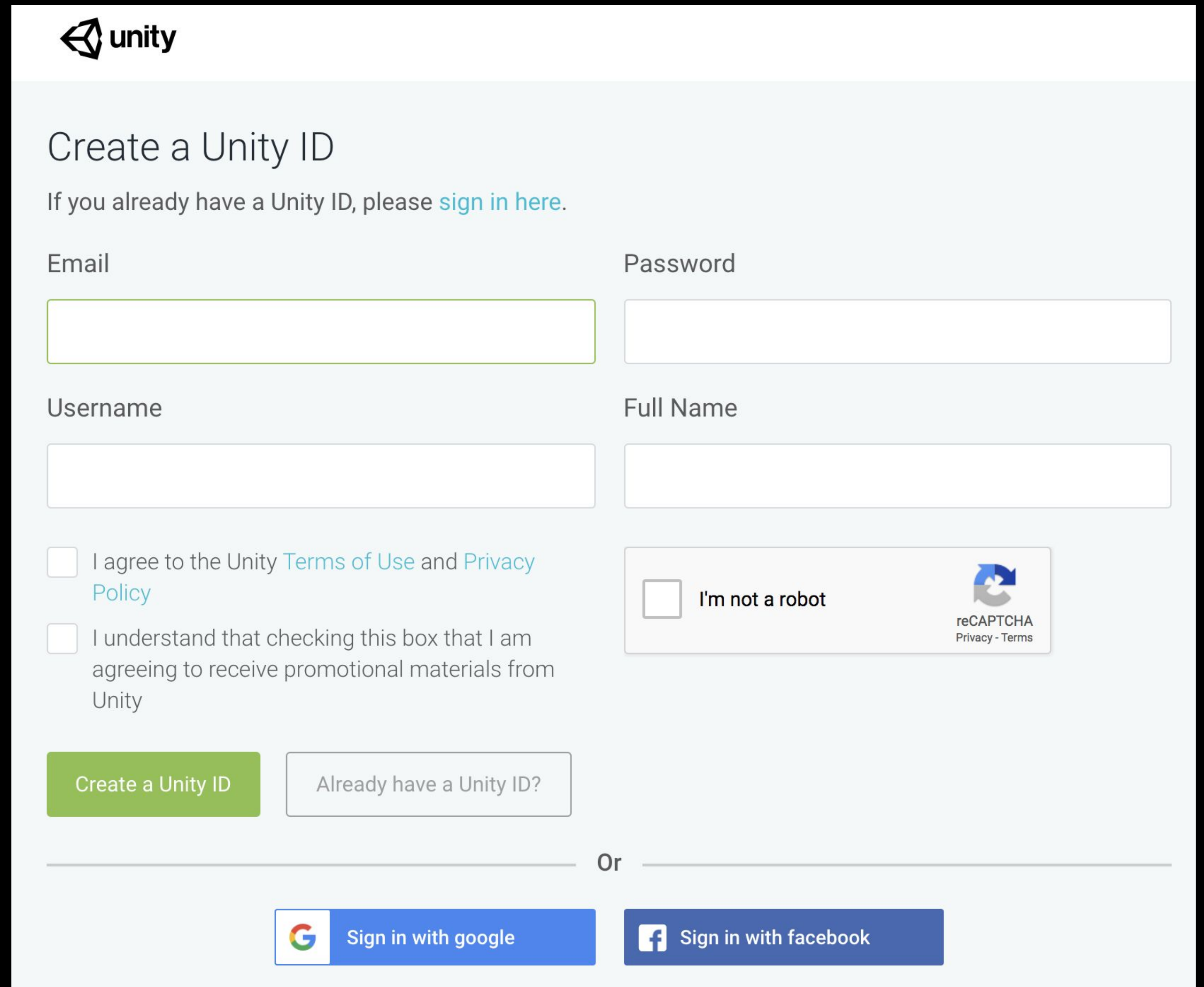
Unity ID是您使用所有Unity服务的身份识别ID.

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

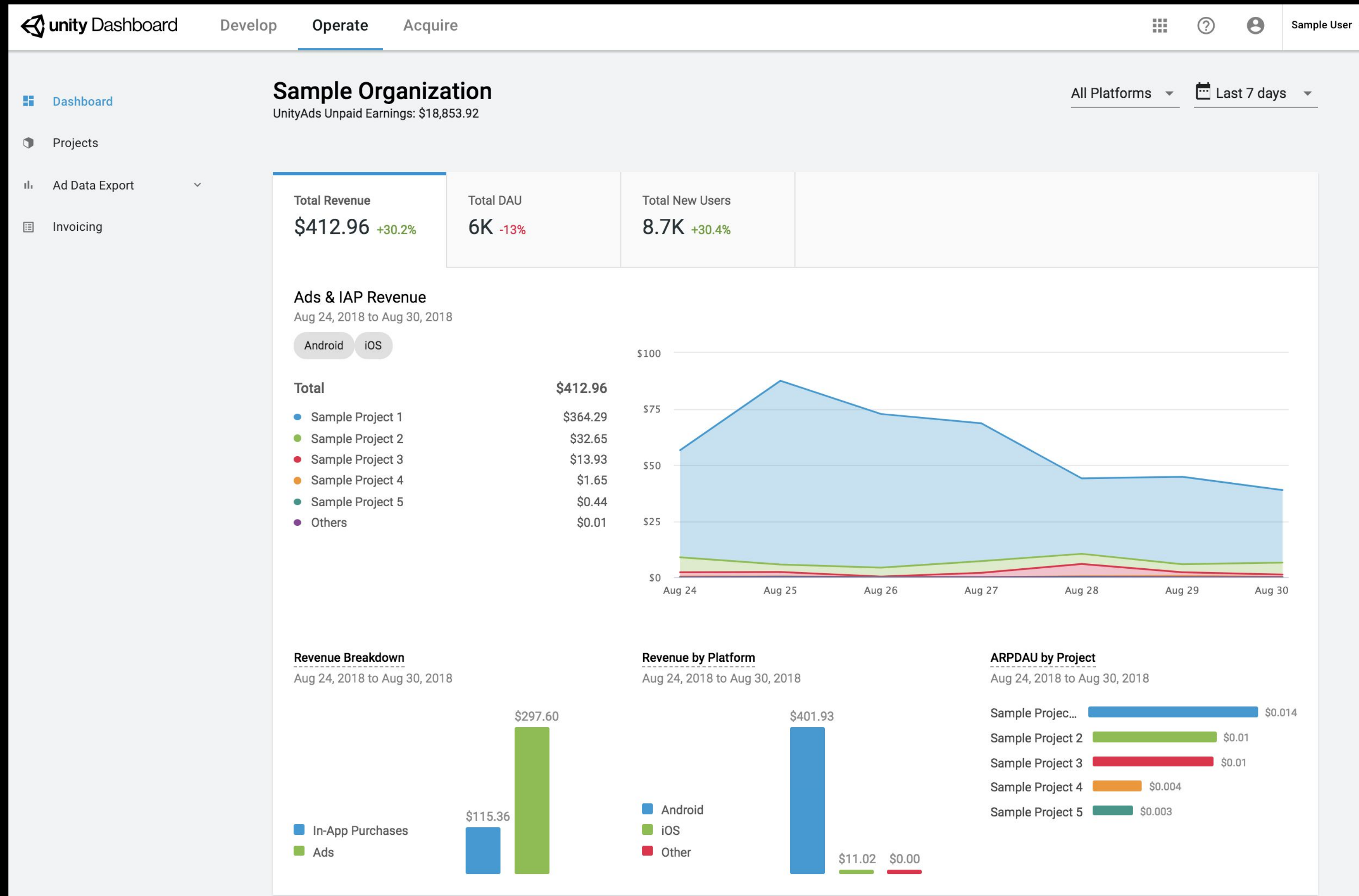


The screenshot shows the Unity ID creation interface. At the top left is the Unity logo. The main heading is "Create a Unity ID". Below it, a link says "If you already have a Unity ID, please [sign in here](#)." The form consists of several input fields: "Email" (with a green border), "Password", "Username", and "Full Name". Below the "Email" field are two checkboxes: "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". To the right of these checkboxes is a reCAPTCHA widget with the text "I'm not a robot" and the reCAPTCHA logo. At the bottom of the form are two buttons: "Create a Unity ID" (green) and "Already have a Unity ID?" (white with a grey border). Below the buttons is a horizontal line with "Or" in the center. At the bottom of the page are two social login buttons: "Sign in with google" (with the Google logo) and "Sign in with facebook" (with the Facebook logo).

# Operate后台

您可以在Operate后台进行广告位管理，同时我们也为您提供丰富的收入分析报表。

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





# 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.

# 创建Project

- 首先为您的游戏新建一个项目 **NEW PROJECT**.
- 参考说明根据游戏实际情况填写 **Store ID** 和 **COPPA**

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。



The screenshot shows the Unity Dashboard interface with a modal dialog for adding a new project. The dialog is titled 'Add new project' and contains the following information:

- 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
- Google Play Store ID:** com.unity3d.TheChaseAndroid
- COPPA:** A checkbox labeled 'This game is directed to children under the age of 13 in the United States' is currently unchecked. Below it, a note 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'.

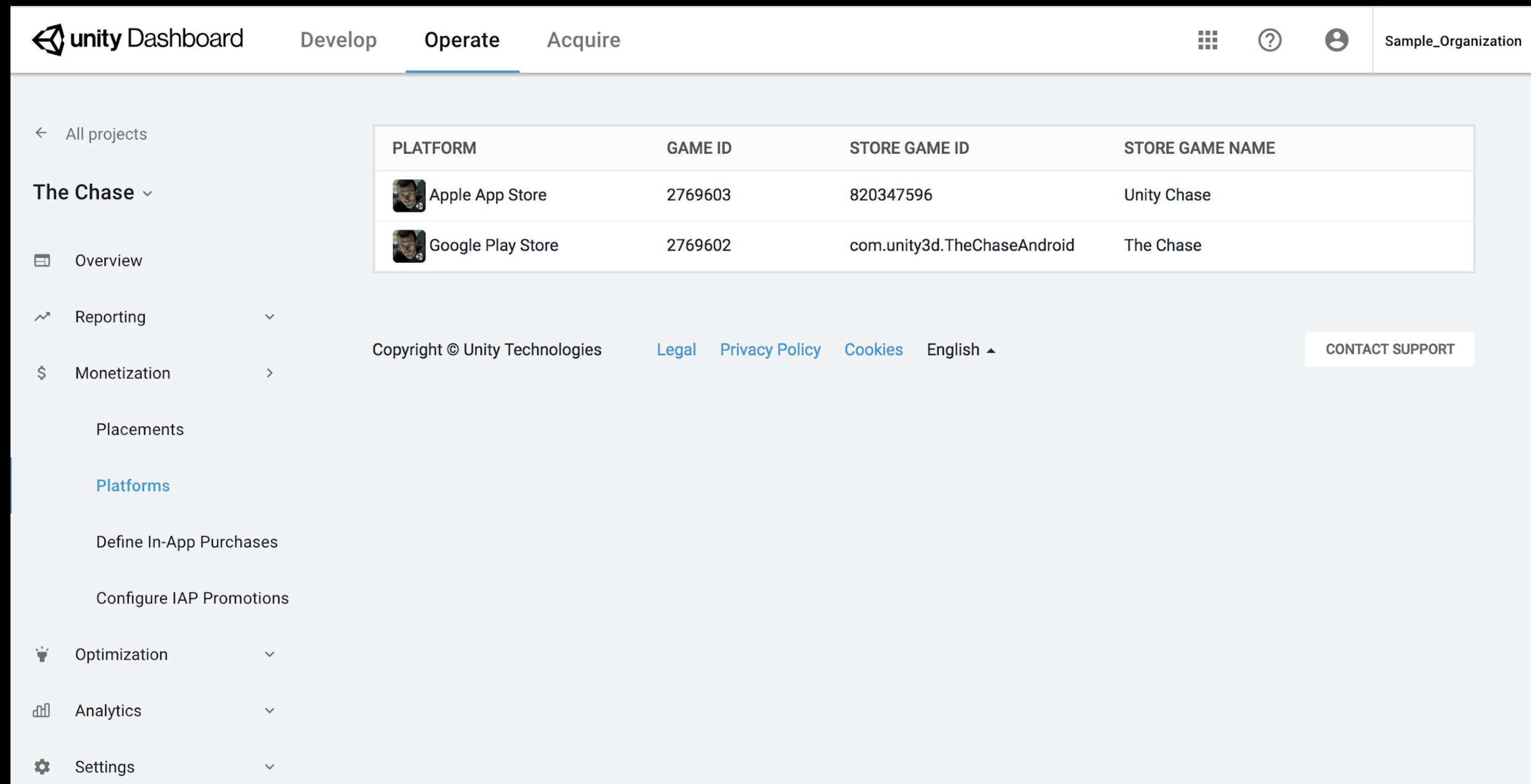
At the bottom of the dialog, there are two buttons: 'CANCEL' and 'ADD PROJECT'.

# 获取Game ID

在后台左侧导航栏

- 选中Project.
- 选中Monetization
- 选中Platforms

即可见Unity自动为该游戏生成的Game ID (7位数字格式).



The screenshot shows the Unity Dashboard interface. The top navigation bar includes 'unity Dashboard', 'Develop', 'Operate', and 'Acquire'. The left sidebar shows a navigation menu with 'The Chase' selected, and sub-items like 'Overview', 'Reporting', 'Monetization', 'Placements', 'Platforms', 'Define In-App Purchases', 'Configure IAP Promotions', 'Optimization', 'Analytics', and 'Settings'. The main content area displays a table with the following data:

PLATFORM	GAME ID	STORE GAME ID	STORE GAME NAME
Apple App Store	2769603	820347596	Unity Chase
Google Play Store	2769602	com.unity3d.TheChaseAndroid	The Chase

At the bottom of the dashboard, there is a footer with 'Copyright © Unity Technologies', links for 'Legal', 'Privacy Policy', and 'Cookies', the language 'English', and a 'CONTACT SUPPORT' button.



# Placement ID

在您创建Project时, Unity也会自动为您生成2个广告位Placement ID, 您也可以手动添加更多.

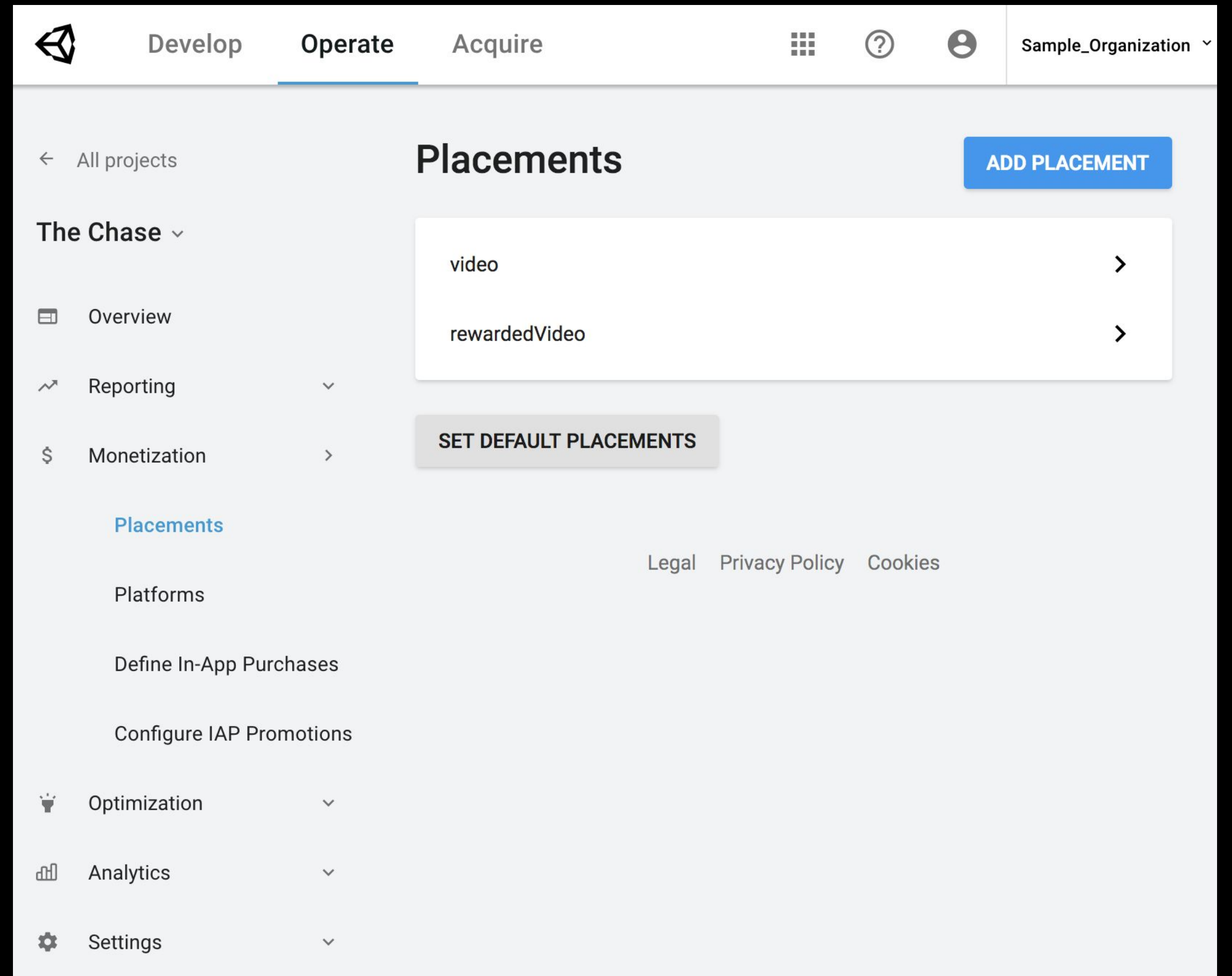
一般开发者可能需要使用不同设置的Placement ID来达到不同的广告效果, 这种情况就需要广告运营人员将Placement ID告诉开发人员.

# 获取Placement ID

在后台左侧导航栏

- 选中Project.
- 选中Monetization
- 选中Placements

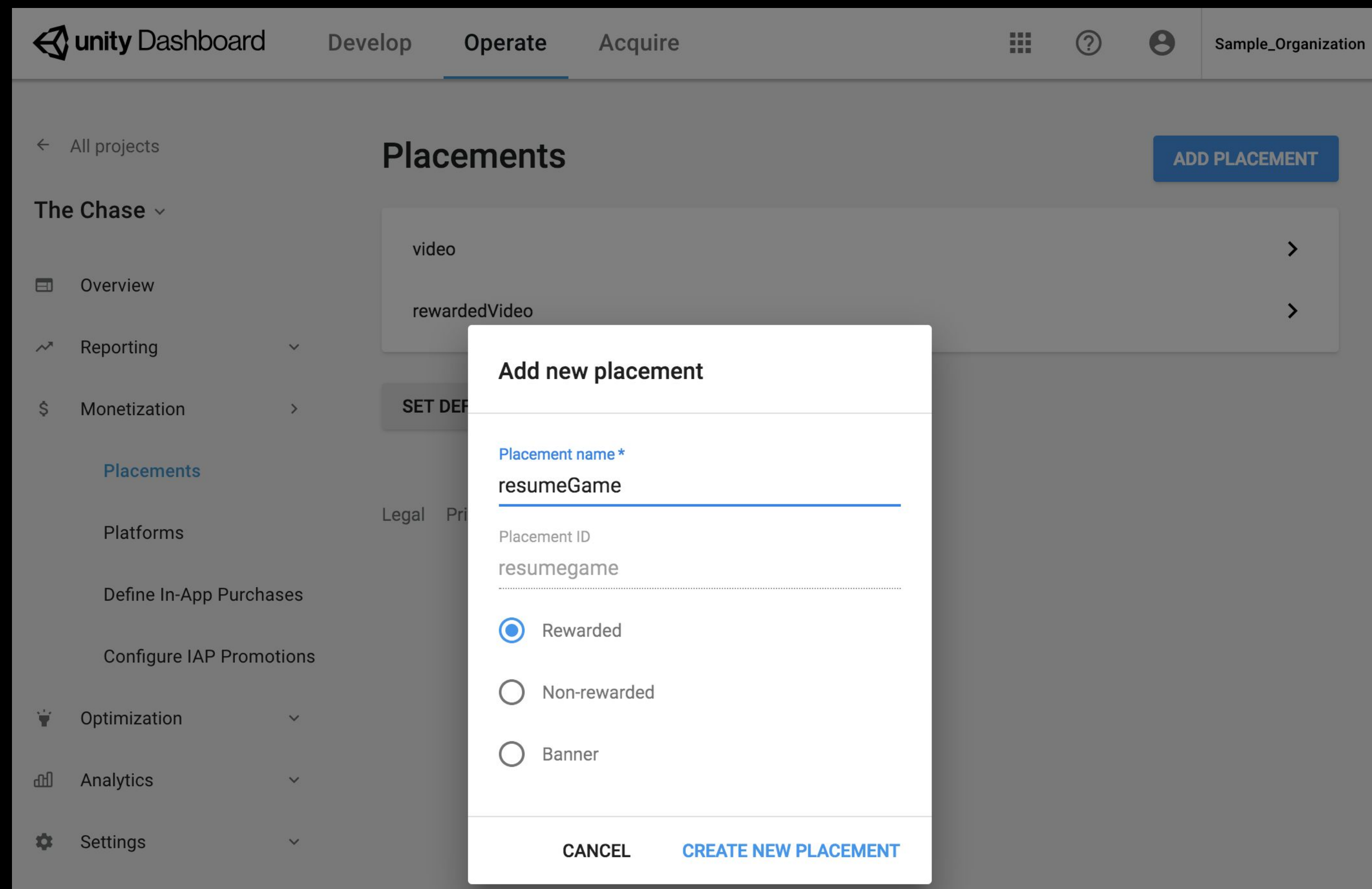
即可见当前游戏的广告位  
Placement ID.





# 添加Placement

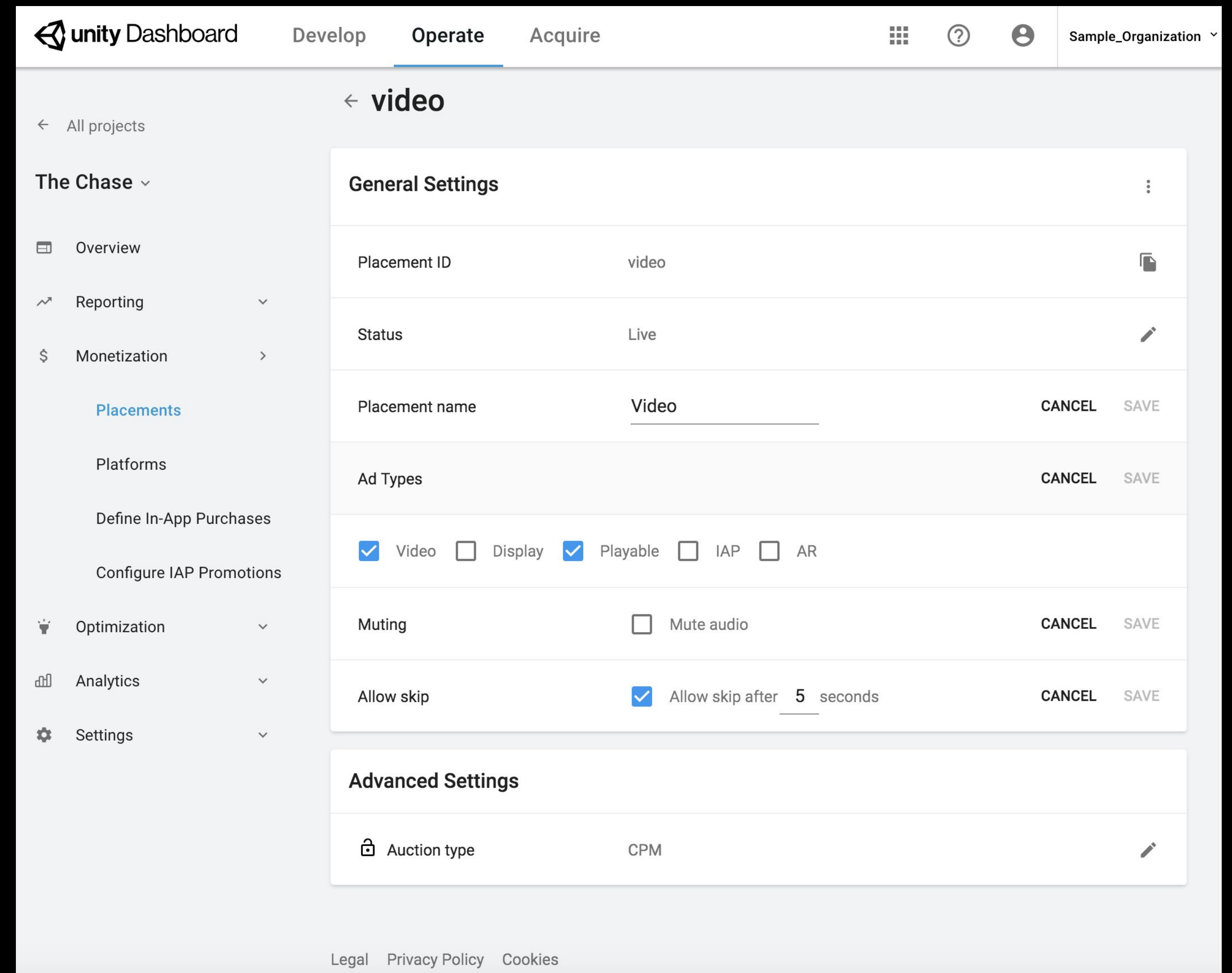
Unity默认会自动为每个游戏生成2个Placement, 您可以通过**ADD PLACEMENT**添加更多.



# 广告位设置

您可以选中广告位Placement后，在设置页面修改其广告行为，如右图。

**提示：**  
无论是否允许跳过广告，开发人员都能够在视频完整观看完成后给予玩家奖励。不过根据行业惯例，一般建议激励视频设置为不可跳过。



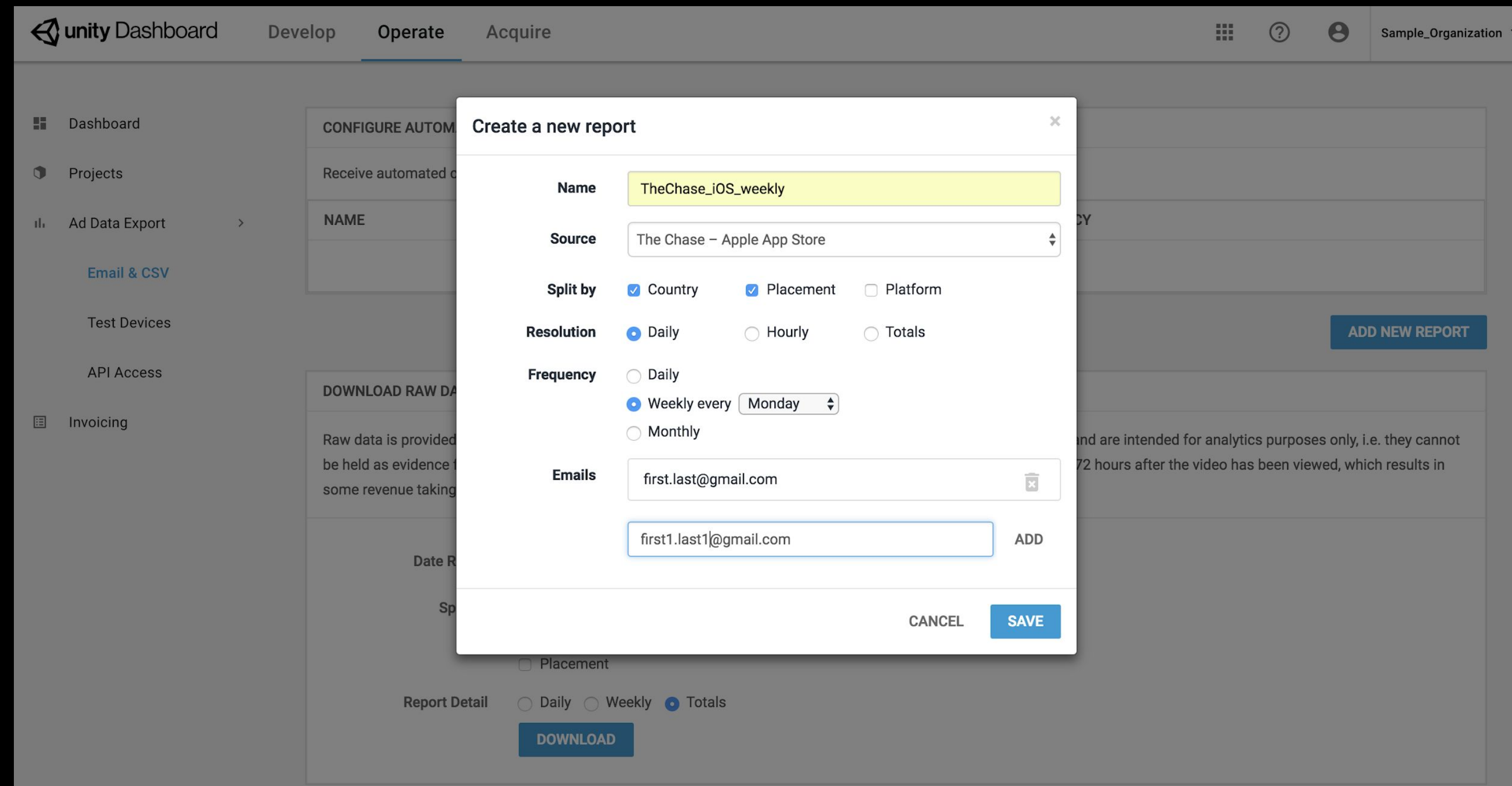


# 自动发送收入报表

- 选中Operate.
- 选中Ad Data Export
- 选中Email & CSV
- 选中ADD NEW REPORT

## 提示：

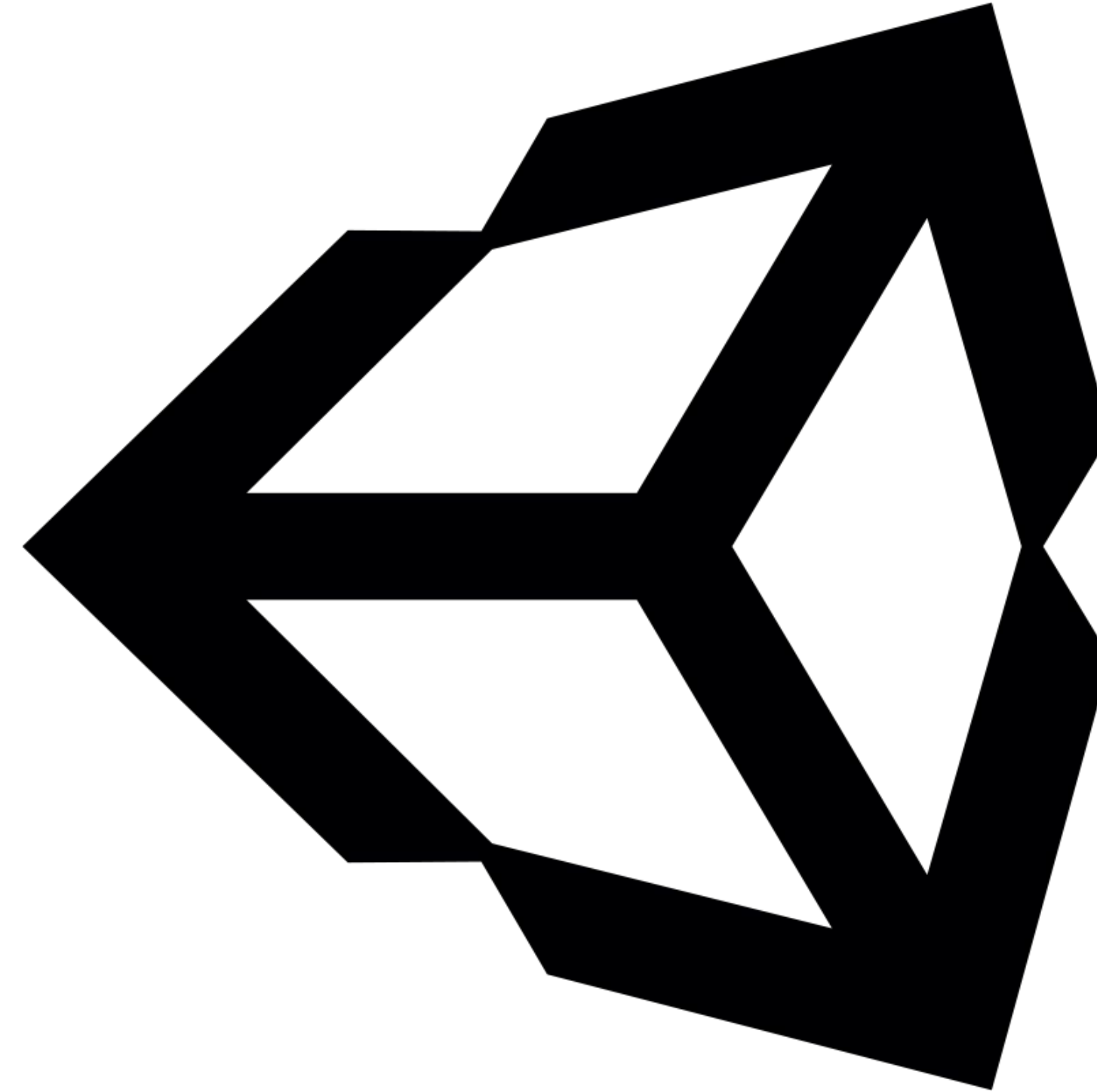
- 支持添加多个报告收件人.
- 如果分割的维度Split by较多(尤其同时包含国家与其他维度时), 报告可能会很大, 或者服务器可能因分析超时而导致报告无法正常发送.



# 广告代码集成

Unity支持4种集成方式：

- Services Window
- Asset Store Package
- iOS SDK
- Android SDK





# Services Window

使用Unity开发游戏且Unity版本不低于5.5的开发者，可以在Unity Editor的Services面板一键开启广告Ads服务。

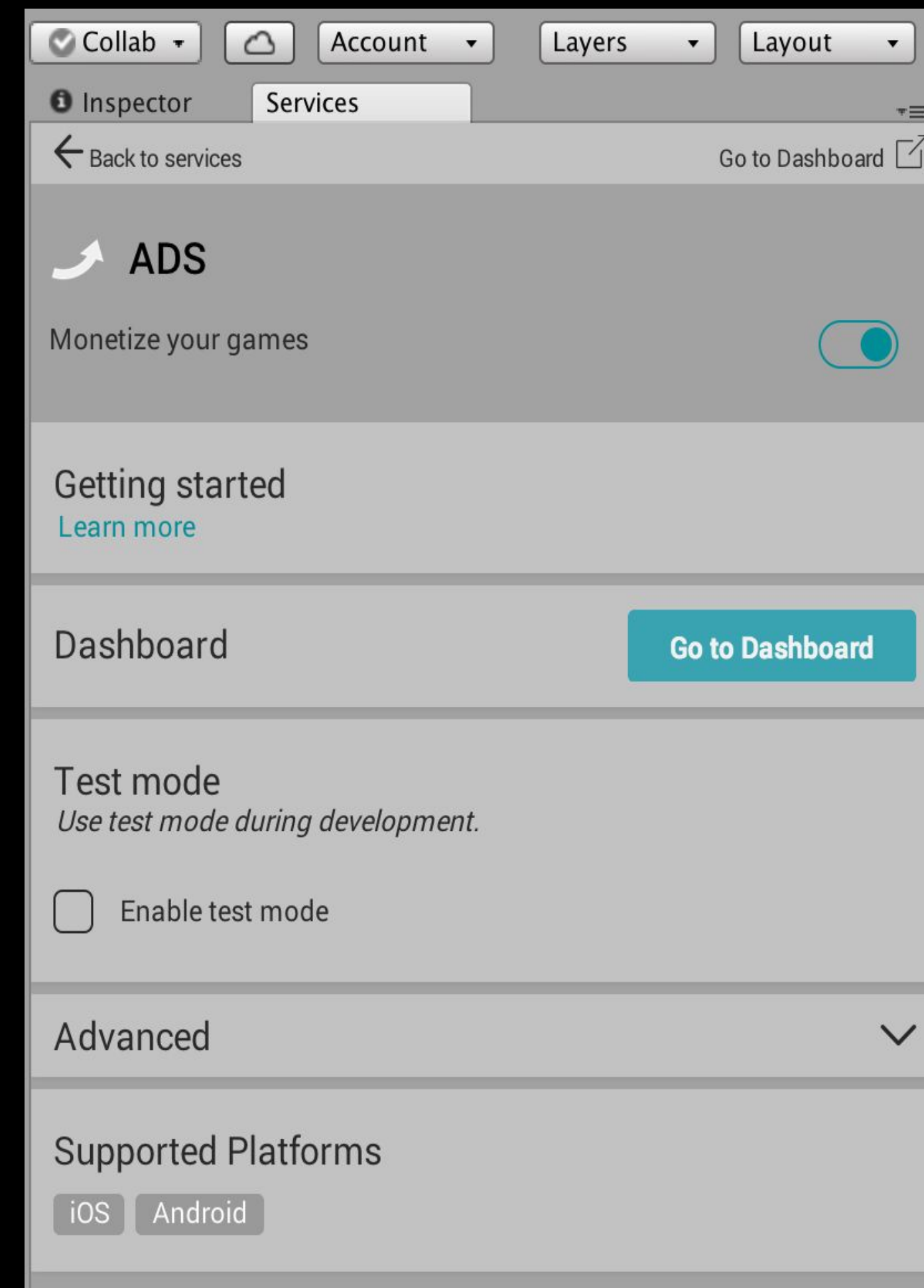
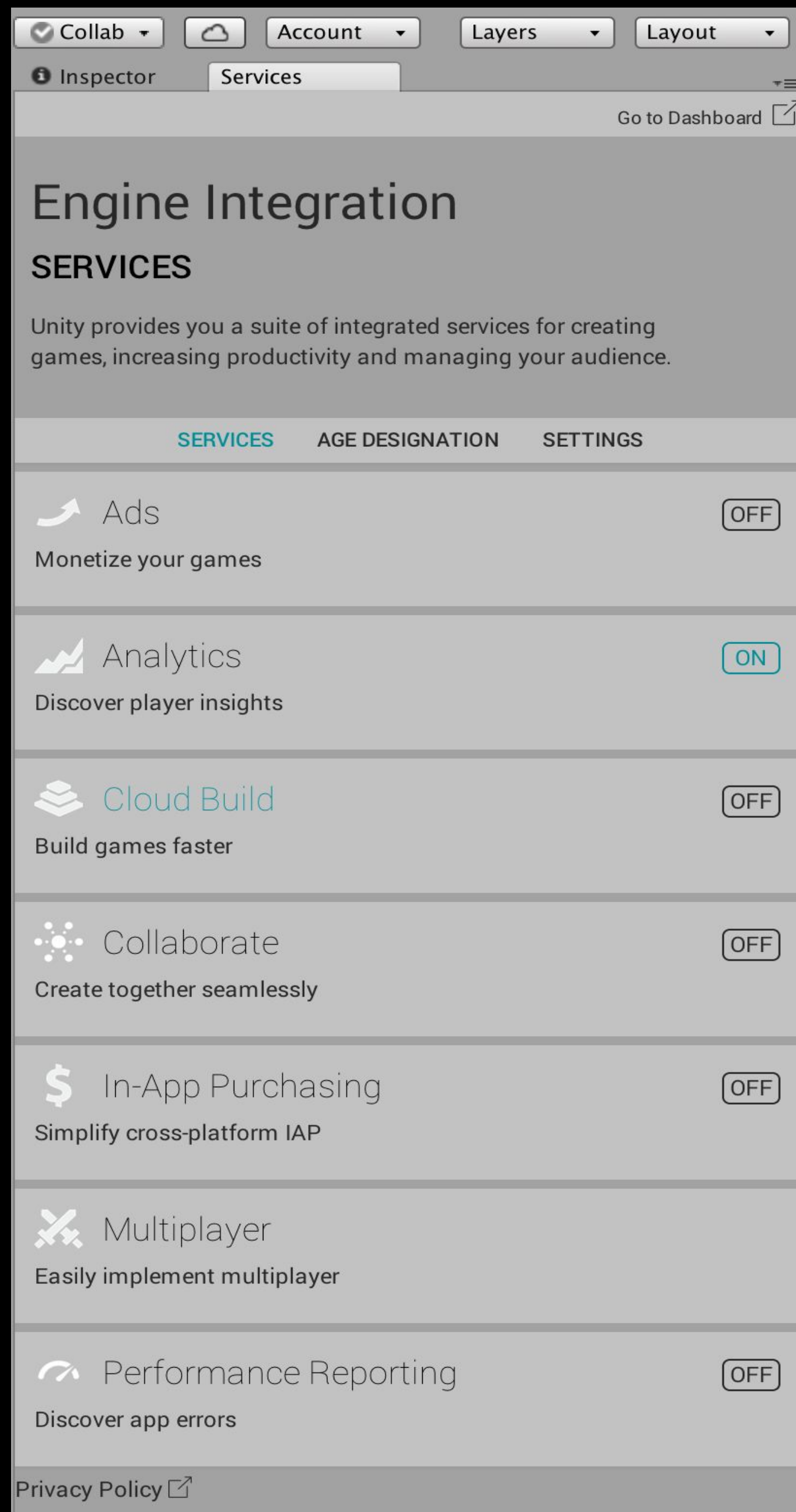
# 启用Ads服务

\*要求Unity版本不低于5.5

首先到Unity Editor>File>Build Settings, 将Platform切换至iOS或Android.(目前广告服务只支持这2个平台)

然后通过点击Editor面板上的  Unity 服务图标开启广告Ads服务.

开发者可以选择新建一个项目开启广告服务, 或链接已有的项目.



# 广告展示、回调

1.在展示广告 **Show** 之前, 需要先用 **IsReady** 判断广告是否已加载完成.

2.为了给与玩家奖励, 要在展示广告**Show**的同时传入处理观看事件的回调**resultCallBack**(绑在**ShowOptions**上).

3.在处理回调时, 一般判断当玩家观看广告完成时给予奖励。

## 提示:

即使可跳过的广告, 如果玩家看完广告的时候, 也会触发观看完成的回调。

```
using UnityEngine;
using UnityEngine.Advertisements;

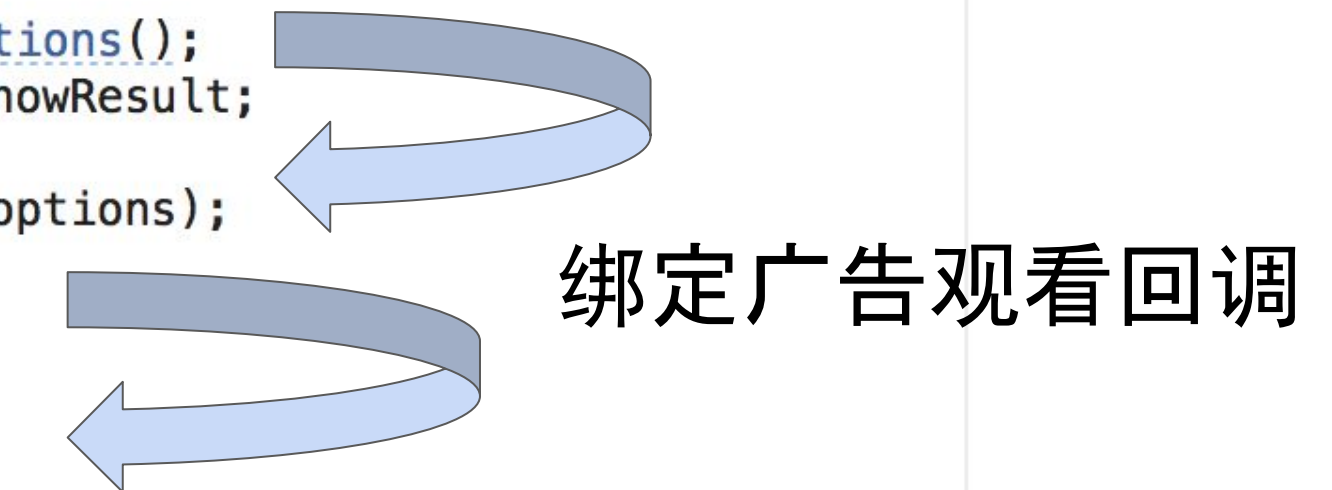
public class Ads : MonoBehaviour {

    private string gameId = "2774451";

    public string placementId = "video";

    public void ShowVideo()
    {
        if (Advertisement.isInitialized && Advertisement.IsReady(placementId))
        {
            ShowOptions options = new ShowOptions();
            options.resultCallback = HandleShowResult;
            Advertisement.Show(placementId, options);
        }
    }

    void HandleShowResult(ShowResult result)
    {
        if (result == ShowResult.Finished)
        {
            Debug.Log("Video completed - Offer a reward to the player");
        }
        else if (result == ShowResult.Skipped)
        {
            Debug.LogWarning("Video was skipped - Do NOT reward the player");
        }
        else if (result == ShowResult.Failed)
        {
            Debug.LogError("Video failed to show");
        }
    }
}
```





# Asset Store Package

使用Unity开发游戏且Unity版本不低于4.6的开发者，可以在Unity AssetStore官方账号下载最新的UnityAds资源包：

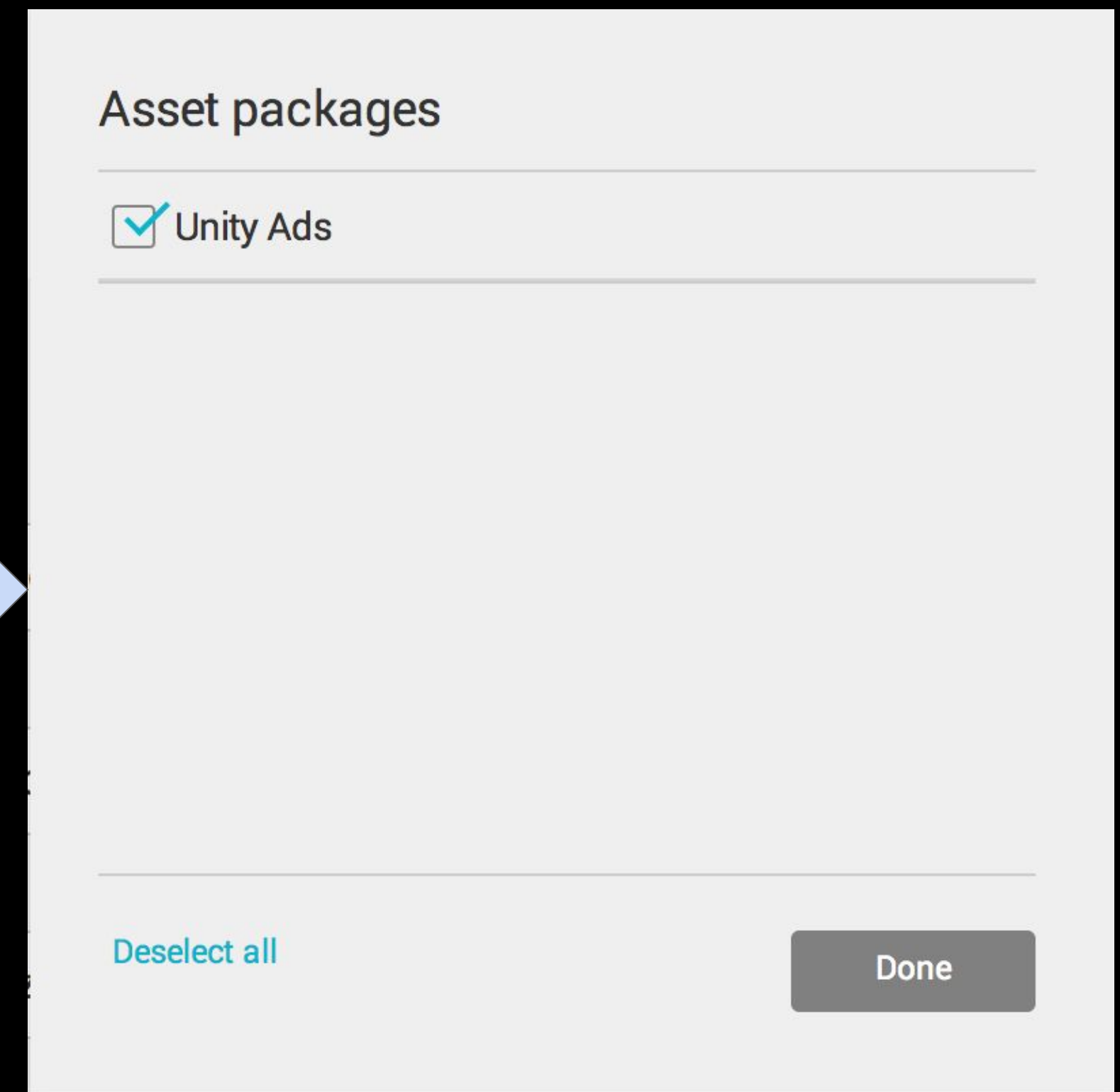
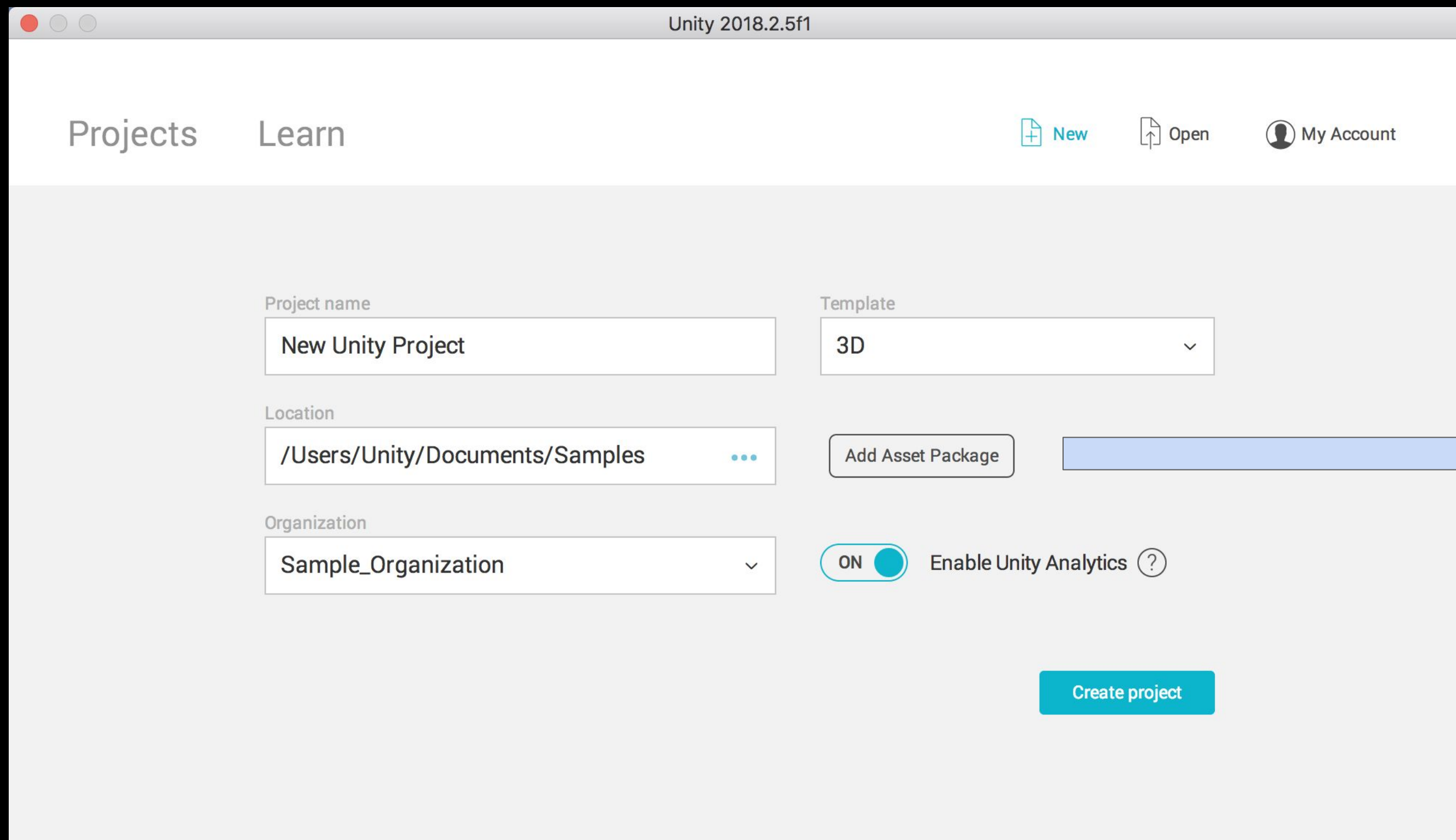
<https://assetstore.unity.com/packages/add-ons/services/unity-ads-66123>

# 导入广告资源包

\*要求Unity版本不低于4.6

**提示：**

导入后需要到Unity Editor>File>Build Settings, 将Platform切换至iOS或Android.(目前广告服务只支持这2个平台)



# 使用广告资源包

集成代码与Services Window唯一不同处，是需要开发者手动调用广告初始化语句。

```
using UnityEngine;
using UnityEngine.Advertisements;

public class Ads : MonoBehaviour {

    private string gameId = "1234567";

    public string placementId = "video";

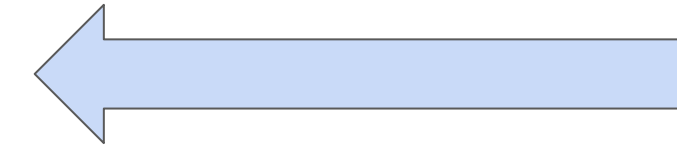
    void Start () {
        Advertisement.Initialize(gameId, true);
    }

    public void ShowVideo()
    {
        if (Advertisement.isInitialized && Advertisement.IsReady(placementId))
        {
            ShowOptions options = new ShowOptions();
            options.resultCallback = HandleShowResult;

            Advertisement.Show(placementId, options);
        }
    }

    void HandleShowResult(ShowResult result)
    {
        if (result == ShowResult.Finished)
        {
            Debug.Log("Video completed - Offer a reward to the player");
        }
        else if (result == ShowResult.Skipped)
        {
            Debug.LogWarning("Video was skipped - Do NOT reward the player");
        }
        else if (result == ShowResult.Failed)
        {
            Debug.LogError("Video failed to show");
        }
    }
}
```

手动初始化广告





# iOS SDK

在iOS(Xcode)项目环境下的开发者, 可以在Unity官方GitHub账号下载最新的iOS SDK (UnityAds.framework), 使用Objective-C或Swift进行广告集成:

<https://github.com/Unity-Technologies/unity-ads-ios/releases>

SDK 最低支持 iOS 7.0

此处仅讲解Obj-C方法, Swift代码请参考[在线文档](#).



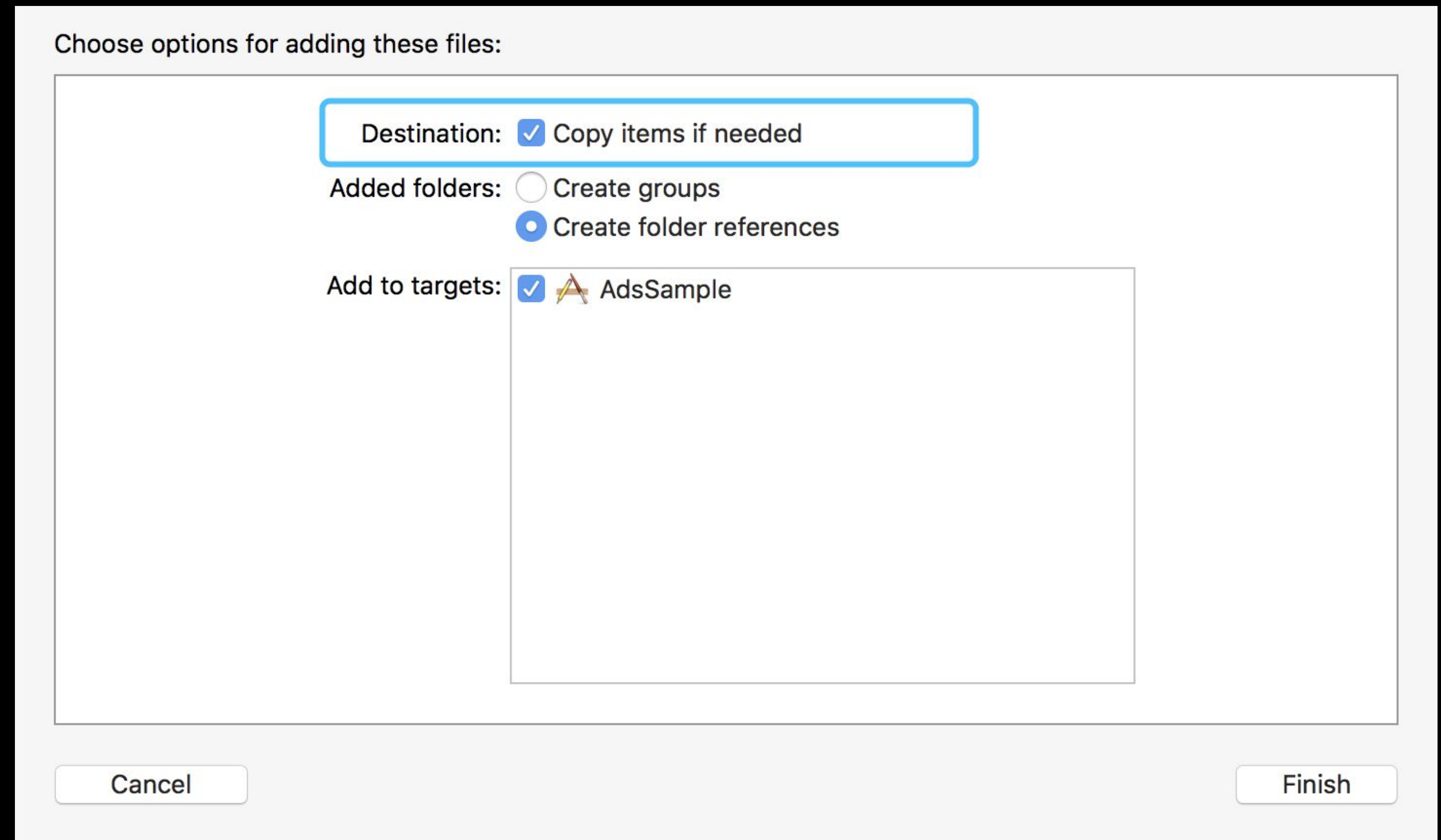
# 导入广告SDK

首先拖拽UnityAds.framework到游戏项目，选择Copy.

然后在ViewController.h里import UnityAds库.

提示:

如果没用到delegate方法可以不用conform <UnityAdsDelegate>





```
// ViewController.h

#import <UIKit/UIKit.h>
#import "UnityAds/UnityAds.h"

@interface ViewController : UIViewController<UnityAdsDelegate>
```

# 广告初始化

使用Game ID初始化广告

PLATFORM	GAME ID	STORE GAME ID	STORE GAME NAME
 Apple App Store	2769603	820347596	Unity Chase
 Google Play Store	2769602	com.unity3d.TheChaseAndroid	The Chase

调试选项:

setDebugMode查看Log  
testMode使用测试广告

```
- (void)viewDidLoad {  
    [super viewDidLoad];  
    // Do any additional setup after loading the view, typically from a nib.  
  
    [UnityAds setDebugMode:true];  
    [UnityAds initialize:@"2769603" delegate:self testMode:false];  
}
```

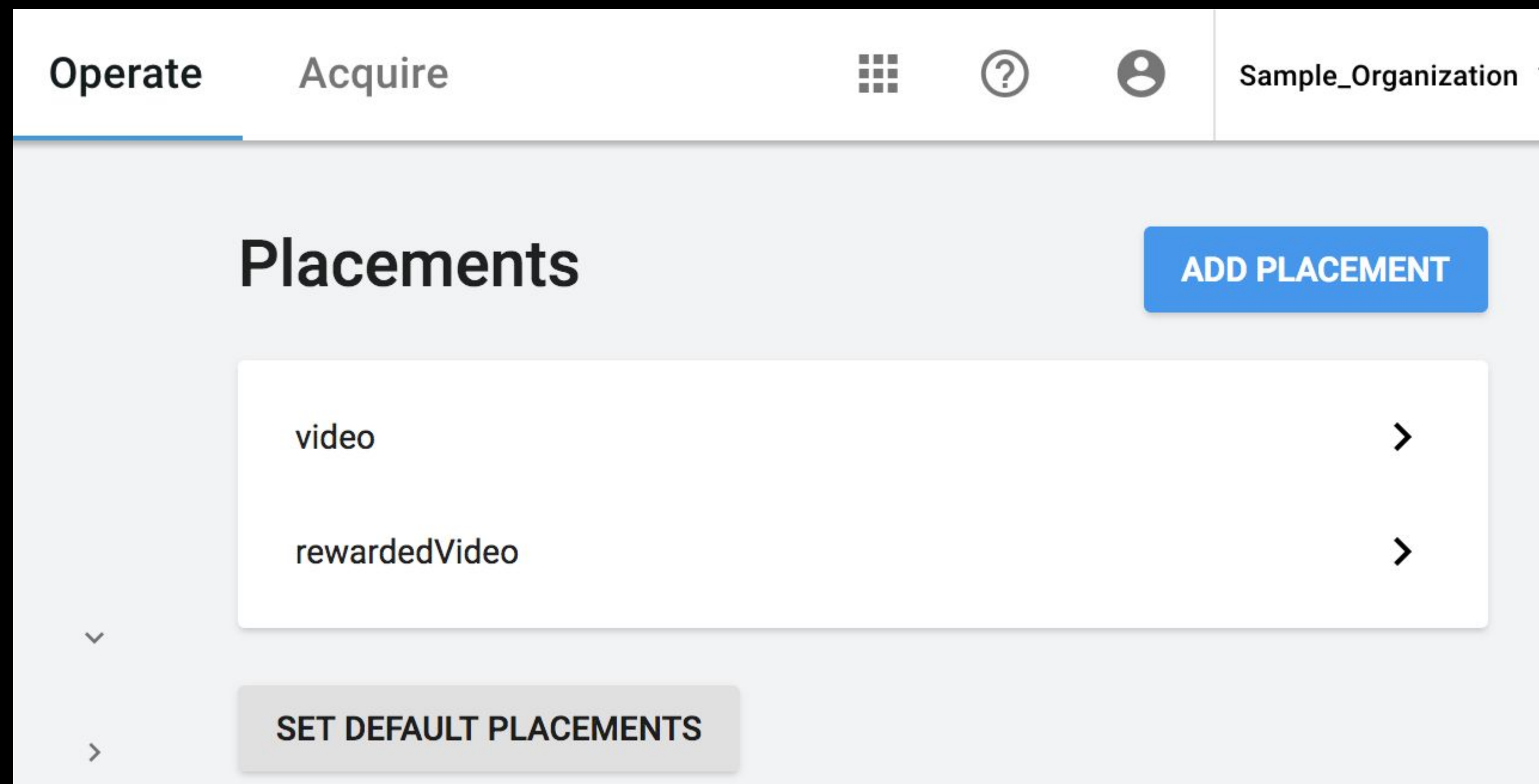


# 广告展示

## 使用Placement ID展示广告

### 提示:

- 展示广告 **show** 之前, 需要先用 **isReady** 判断广告是否已加载完成.
- 如果广告始终无法ready, 可以使用 **getPlacementState** 来检查广告位的状态.
- 在上线后, 仍然可以在dashboard调整广告位是否允许跳过等设置.



```
- (IBAction)showAd:(UIButton *)sender {
    if ([UnityAds isReady:@"rewardedVideo"]) {
        [UnityAds show:self placementId:@"rewardedVideo"];
    }
    else {
        //使用 getPlacementState 检查广告状态
    }
}
```

# 广告回调

通过实现<UnityAdsDelegate>的方法，可以指定系统的广告回调函数：

## 提示：

- 一般判断当玩家观看广告完成**completed**时给予奖励。
- 即使可跳过的广告，如果玩家看完广告的时候，也会触发观看完成的回调。

```
- (void)unityAdsReady:(NSString *)placementId{
    NSLog(@"UADS Ready");
}

- (void)unityAdsDidError:(UnityAdsError)error withMessage:(NSString *)message{
    NSLog(@"UnityAds ERROR: %ld - %@",(long)error, message);
}

- (void)unityAdsDidStart:(NSString *)placementId{
    NSLog(@"UADS Start");
}

- (void)unityAdsDidFinish:(NSString *)placementId withFinishState:(UnityAdsFinishState)state{
    switch (state) {
        case kUnityAdsFinishStateError:
            NSLog(@"UADS finished with error");
            break;
        case kUnityAdsFinishStateSkipped:
            NSLog(@"UADS was skipped");
            break;
        case kUnityAdsFinishStateCompleted:
            NSLog(@"UADS was completed");
            if ([placementId isEqualToString:@"rewardedVideo"]) {
                NSLog(@"Offer a reward to the player");
            }
            break;
        default:
            break;
    }
}
}
```



观看完毕，奖励用户

# Android SDK

在Android Studio项目环境下的开发者，可以在Unity官方GitHub账号下载最新的Android SDK (unity-ads.aar)进行广告集成：

<https://github.com/Unity-Technologies/unity-ads-android/releases>

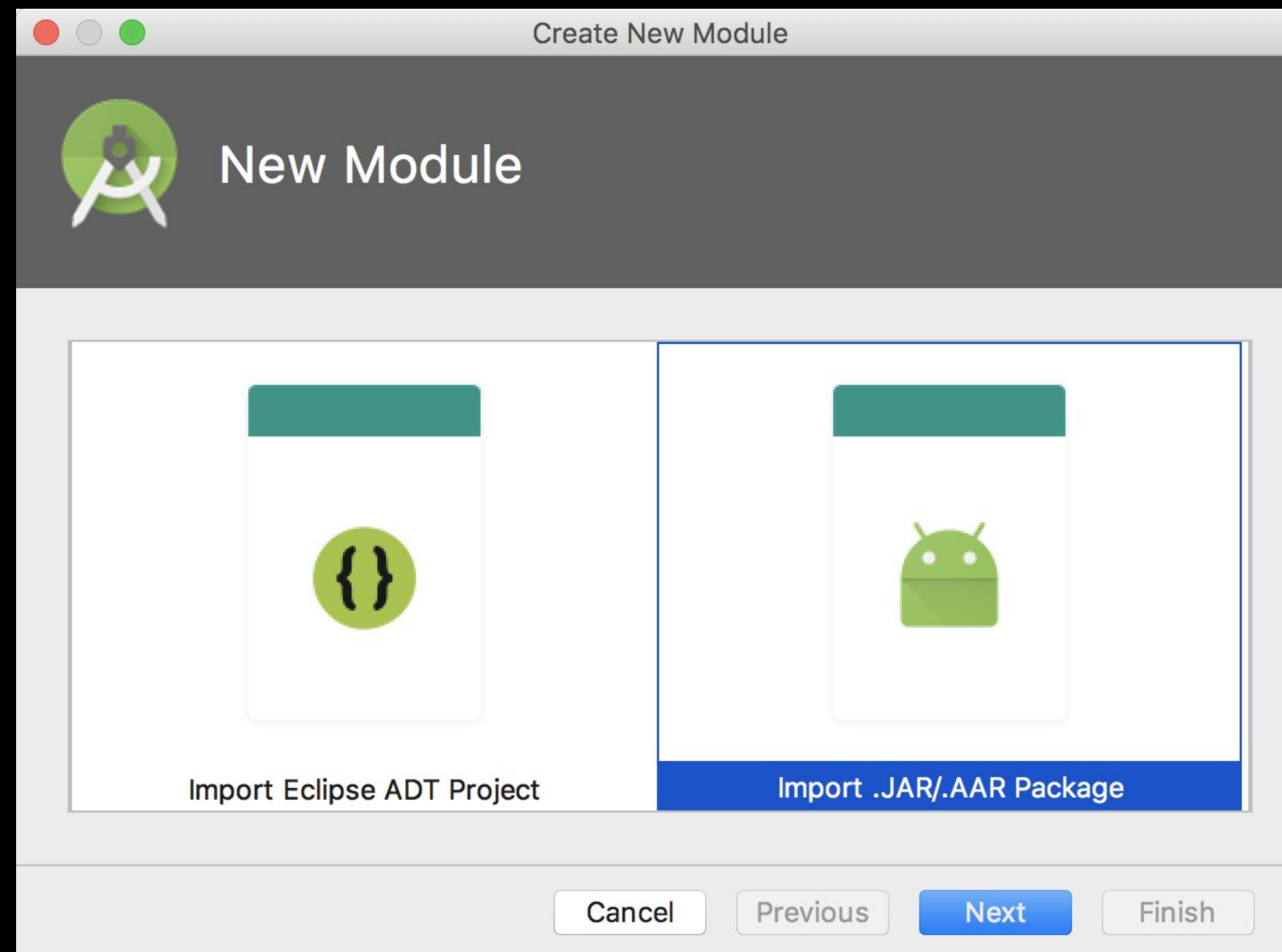
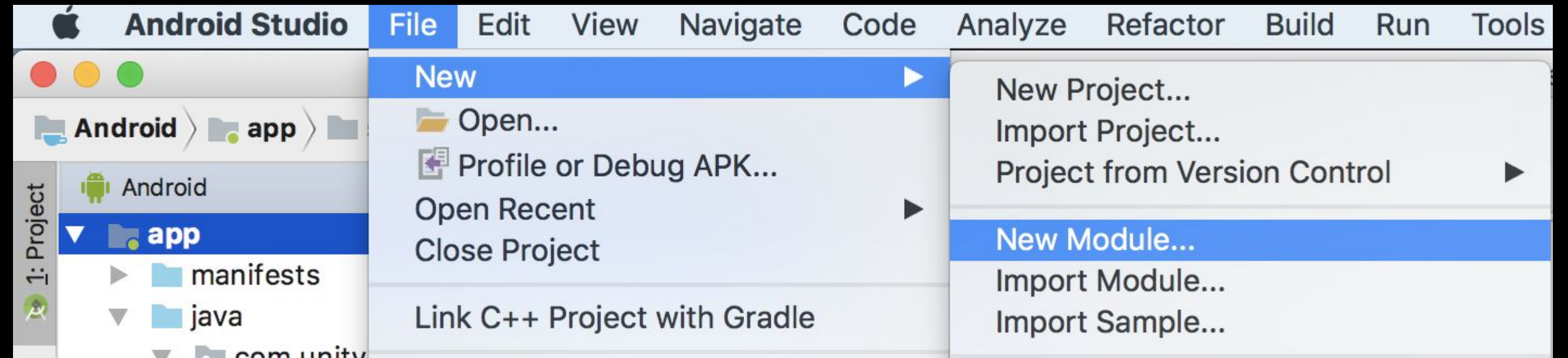
SDK 最低支持 API 16 (Android 4.1)

无法使用.aar的开发者则需参考在线文档[integrating without Android Studio](#)部分进行广告集成。



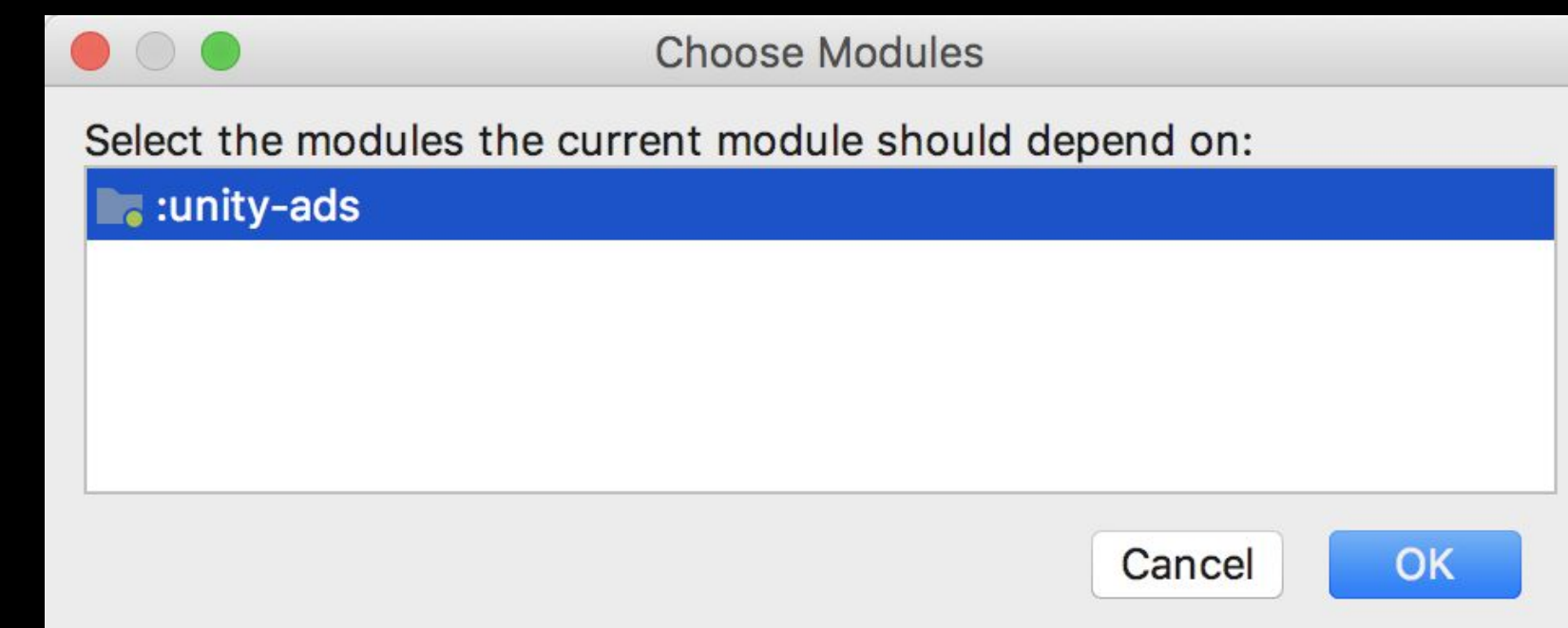
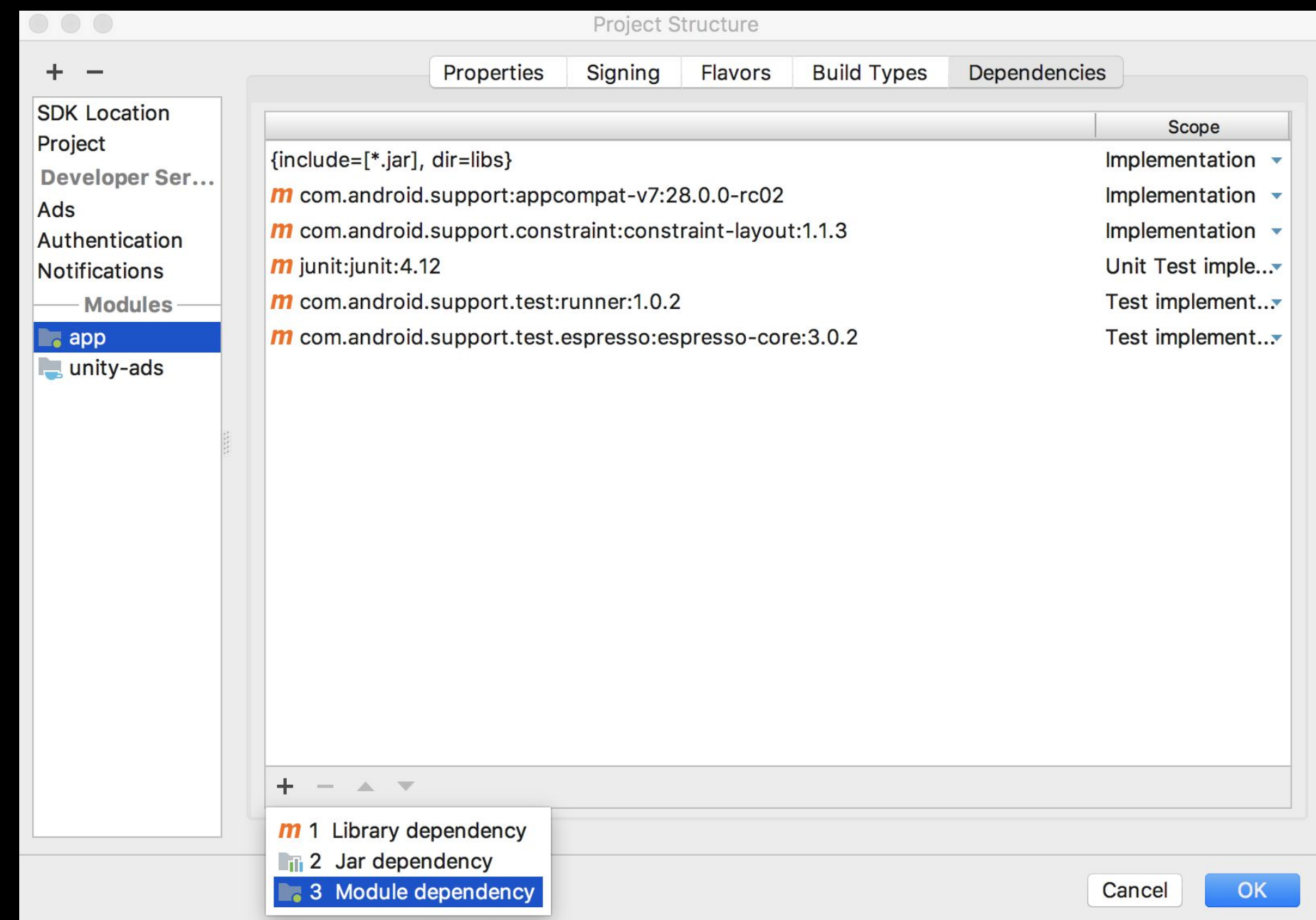
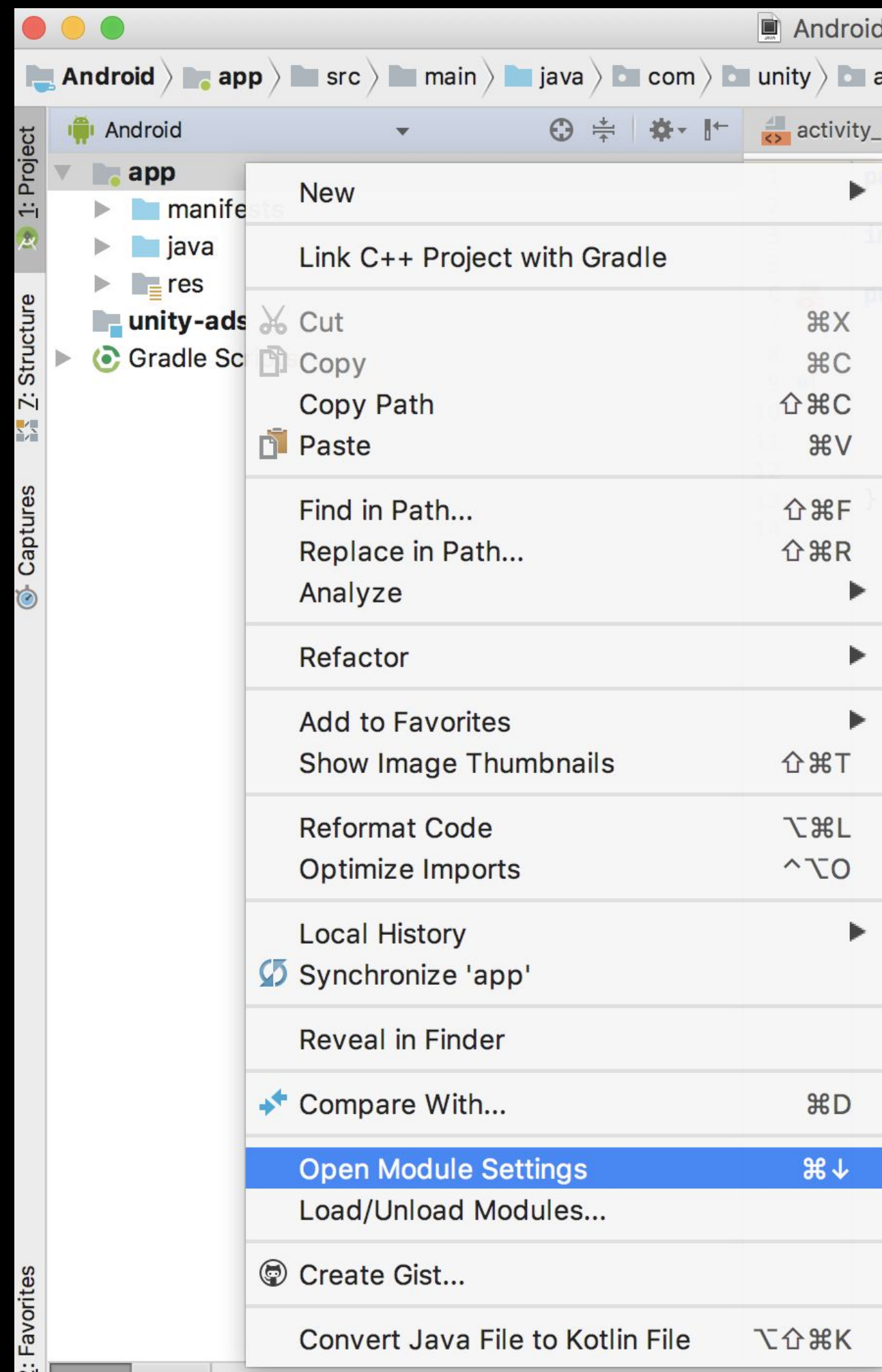
# 导入广告SDK(1/2)

新建aar类型Module, 选择  
unity-ads.aar导入到项目中.



# 导入广告SDK(2/2)

在app的Module Settings里，添加unity-ads依赖。





# 广告初始化

使用Game ID初始化广告



调试选项:

setDebugMode查看Log  
testMode使用测试广告

重要!

请只初始化一次.

Unity SDK 不支持多进程, 且所有广告操作要放在主线程.

PLATFORM	GAME ID	STORE GAME ID	STORE GAME NAME
 Apple App Store	2769603	820347596	Unity Chase
 Google Play Store	2769602	com.unity3d.TheChaseAndroid	The Chase

```
import com.unity3d.ads.IUnityAdsListener;
import com.unity3d.ads.UnityAds;

public class MainActivity extends AppCompatActivity implements IUnityAdsListener {

    @Override
    protected void onCreate(Bundle savedInstanceState) {
        super.onCreate(savedInstanceState);
        setContentView(R.layout.activity_main);

        UnityAds.setDebugMode(true);
        UnityAds.initialize(activity: this, gameId: "2769602", listener: this, testMode: false);
    }
}
```

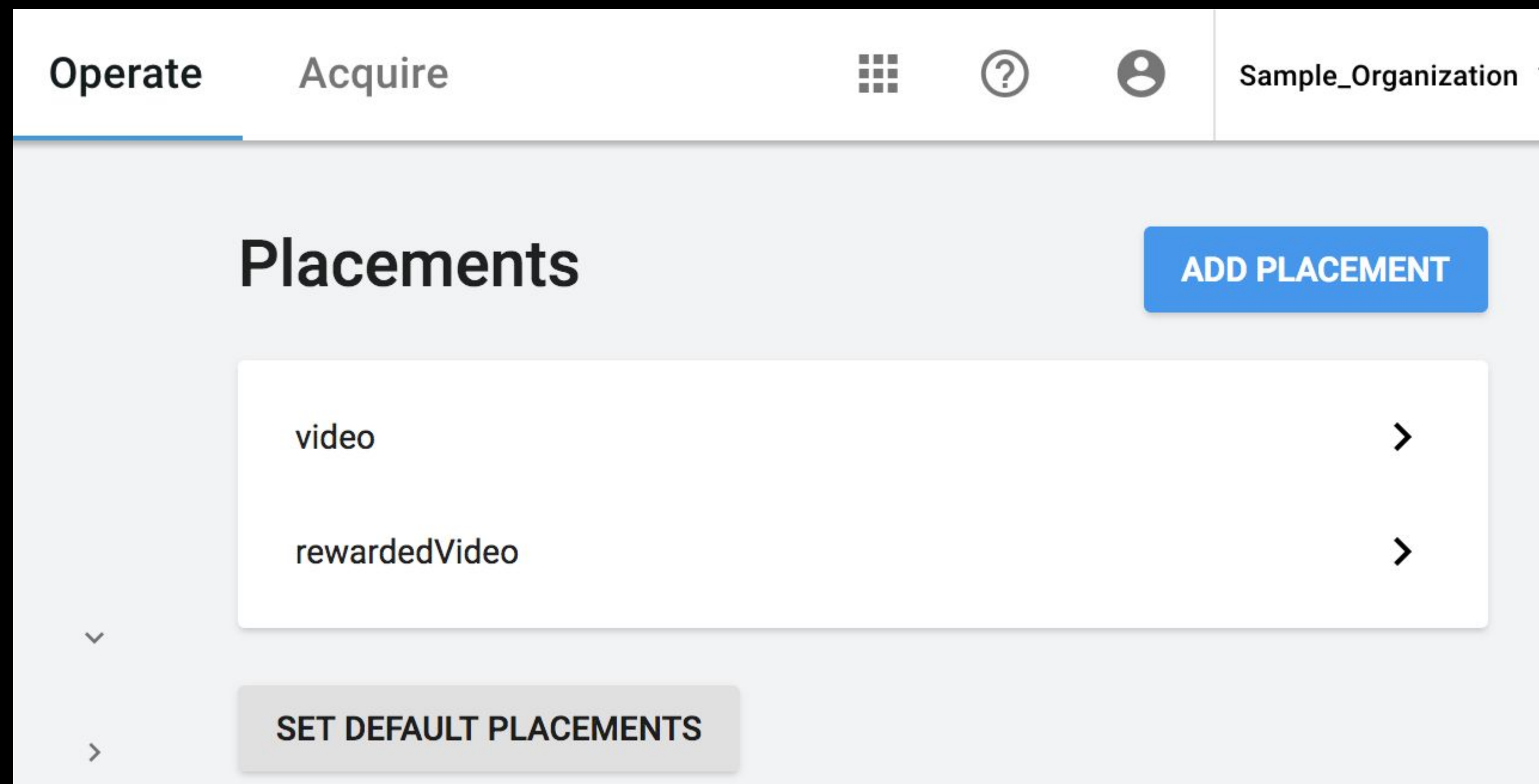


# 广告展示

## 使用Placement ID展示广告

### 提示:

- 展示广告 **show** 之前, 需要先用 **isReady** 判断广告是否已加载完成.
- 如果广告始终无法ready, 可以使用 **getPlacementState** 来检查广告位的状态.
- 在上线后, 仍然可以在dashboard调整广告位是否允许跳过等设置.



```
public void showAd(View view) {  
    if (UnityAds.isReady(placementId: "rewardedVideo")) {  
        UnityAds.show(activity: this, placementId: "rewardedVideo");  
    }  
    else {  
        Log.d(tag: "Unity Sample", msg: "UADS is not Ready");  
        //使用 getPlacementState 检查广告状态  
    }  
}
```

# 广告回调

通过实现IUnityAdsListener的方法，可以指定广告回调函数：

## 提示：

- 一般判断当玩家观看广告完成**completed**时给予奖励。
- 即使可跳过的广告，如果玩家看完广告的时候，也会触发观看完成的回调。

```
@Override
public void onUnityAdsReady(String placementID) {
    Log.d( tag: "Unity Sample", msg: "UADS Ready");
}

@Override
public void onUnityAdsStart(String placementID) {
    Log.d( tag: "Unity Sample", msg: "UADS Start");
}

@Override
public void onUnityAdsFinish(String placementID, UnityAds.FinishState finishState) {
    switch (finishState) {
        case ERROR:
            Log.d( tag: "Unity Sample", msg: "UADS finished with error");
            break;
        case SKIPPED:
            Log.d( tag: "Unity Sample", msg: "UADS was skipped");
            break;
        case COMPLETED:
            Log.d( tag: "Unity Sample", msg: "UADS was completed");
            if (placementID.equals("rewardedVideo")) {
                Log.d( tag: "Unity Sample", msg: "Offer a reward to the player");
            }
            break;
        default:
            break;
    }
}

@Override
public void onUnityAdsError(UnityAds.UnityAdsError unityAdsError, String message) {
    Log.d( tag: "Unity Sample", msg: "UnityAds ERROR: " + unityAdsError + message);
}
```

观看完毕，奖励用户



# 附录

- 填写Store ID
- Test Mode
- 获得技术支持
- 资源链接





# 填写Store ID -iOS

iOS游戏的Store ID  
是从iTunes store  
URL中提取的，如右  
图高亮部分：

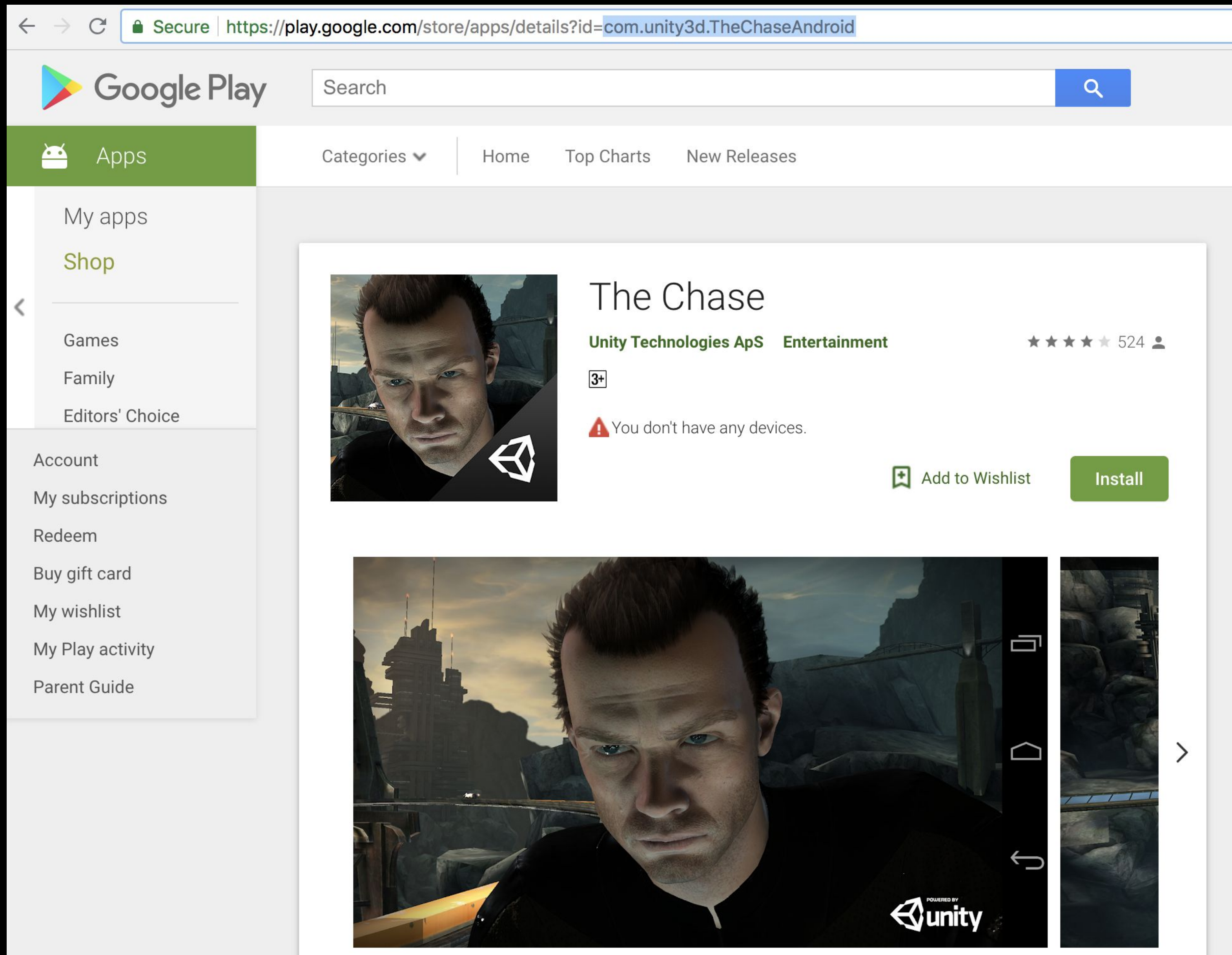
The screenshot shows the App Store page for the game 'Unity Chase'. The browser address bar highlights the Store ID '820347596' in the URL: `https://itunes.apple.com/us/app/unity-chase/id820347596?mt=8`. The app title is 'Unity Chase' with a '4+' age rating, developed by 'Unity Technologies ApS'. It has a rating of 3.4 stars from 16 reviews and is free. Below the app card, there are three screenshots of the game, each with a 'POWERED BY unity' logo in the bottom right corner. The first screenshot is labeled 'Amazing character detail', the second 'Anamorphic lens flare', and the third '250,000 polygons per frame'.





# 填写Store ID -Android

Android游戏的Store ID是从Google Play store URL中提取的, 如右图高亮部分:



# Test Mode

Unity支持通过添加测试设备、平台设置、代码方式获取测试广告。  
测试结束后请务必关闭测试广告，以免影响您的变现收入。

优先级: **Test Devices > Platform Settings > 代码**

## Test Devices

Operate > Ad Data > Export > Test Devices

## Platform Settings

Operate > Project > Platform > Settings

## iOS SDK

```
[UnityAds setDebugMode:true];
```

## Android SDK

```
UnityAds.setDebugMode(true);
```



CONFIGURE TEST DEVICES

Here you can specify a list of devices used in the organization for testing purposes. Each device is identified by its advertising ID. **All devices on the list will be getting test ads regardless of the test mode configured for specific platform.** User actions on these devices will have no effect on the organization earnings.

Alex's iPhone      e.g. AEBE52E7-03EE-455A-B3C4-E57283966239      REGISTER DEVICE

No test devices are registered yet.

TEST MODE

Allows you to force *Test Mode* regardless of the mode programmatically set on a device. **The mode does not affect test devices configured for the organization.**

override client test mode

Force test mode ON (i.e. use test ads) for all devices

Force test mode OFF (i.e. use production ads) for all devices

SAVE



# 获取技术支持

## Operate后台:

点击 **CONTACT SUPPORT** 填写表格获得支持, 如右图, 这种方式我们可以自动查询您的账户信息, 以便更快速的为您解决问题.

## 邮件:

[unityads-support@unity3d.com](mailto:unityads-support@unity3d.com)

如果您无法使用Contact Support form, 您也可以发邮件获取支持, 但需要您提供[详情信息](#)以便问题的定位和解决。




Contact Unity Ads Support

Organization: Sample\_Organization

Category:  Select category  
SDK or integration issue  
Admin panel issue  
Subject: I can't get any ads  
Reward item issue  
Description: Revenue issue  
I found a bug  
Generic enquiry  
Advertising  
Other

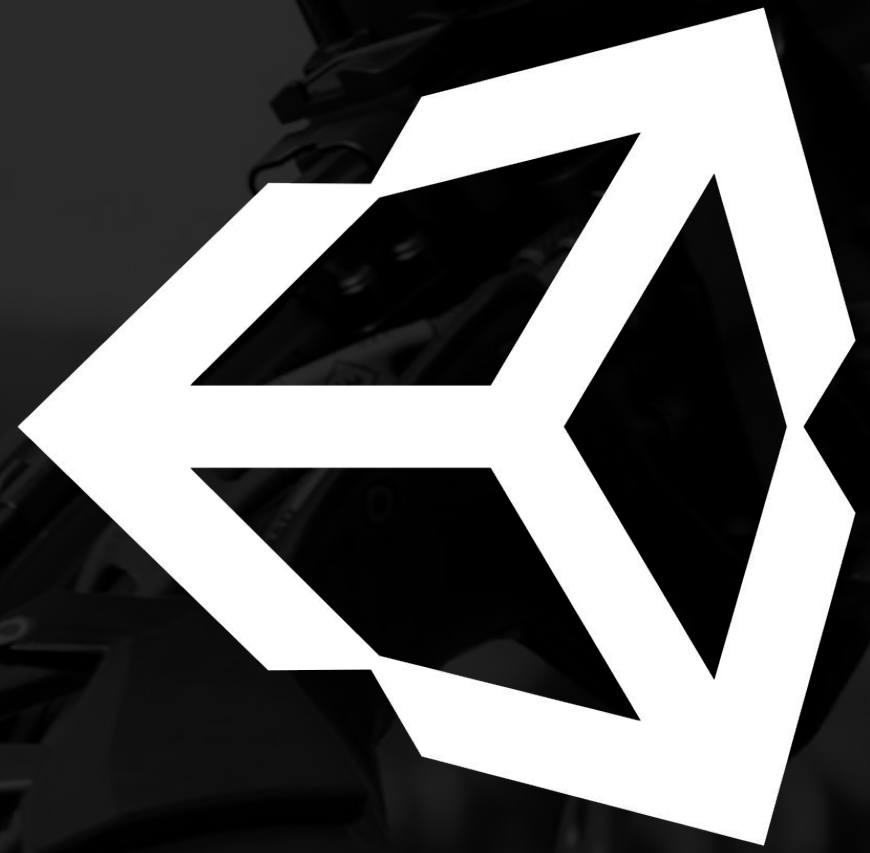
Attachments:  No file chosen  
Hold Control key (ctrl) to select multiple files.  
Hold Command key (⌘) to select multiple files.

I'm not a robot   
reCAPTCHA  
Privacy - Terms

CLOSE

# 资源链接

- Unity ID: <http://id.unity.com/>
- Operate后台: <https://operate.dashboard.unity3d.com>
- 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 在线文档 [英文]: <http://unityads.unity3d.com/help/index>
- Unity Ads 在线文档 [中文]: <https://github.com/unity-cn/unityads-help-cn/wiki>
- 常见问题FAQ: <https://github.com/unity-cn/unityads-help-cn/wiki/monetization>
- 广告技术支持: [unityads-support@unity3d.com](mailto:unityads-support@unity3d.com)



# Unity Ads Support