



# 开发者后台操作手册

2018.9

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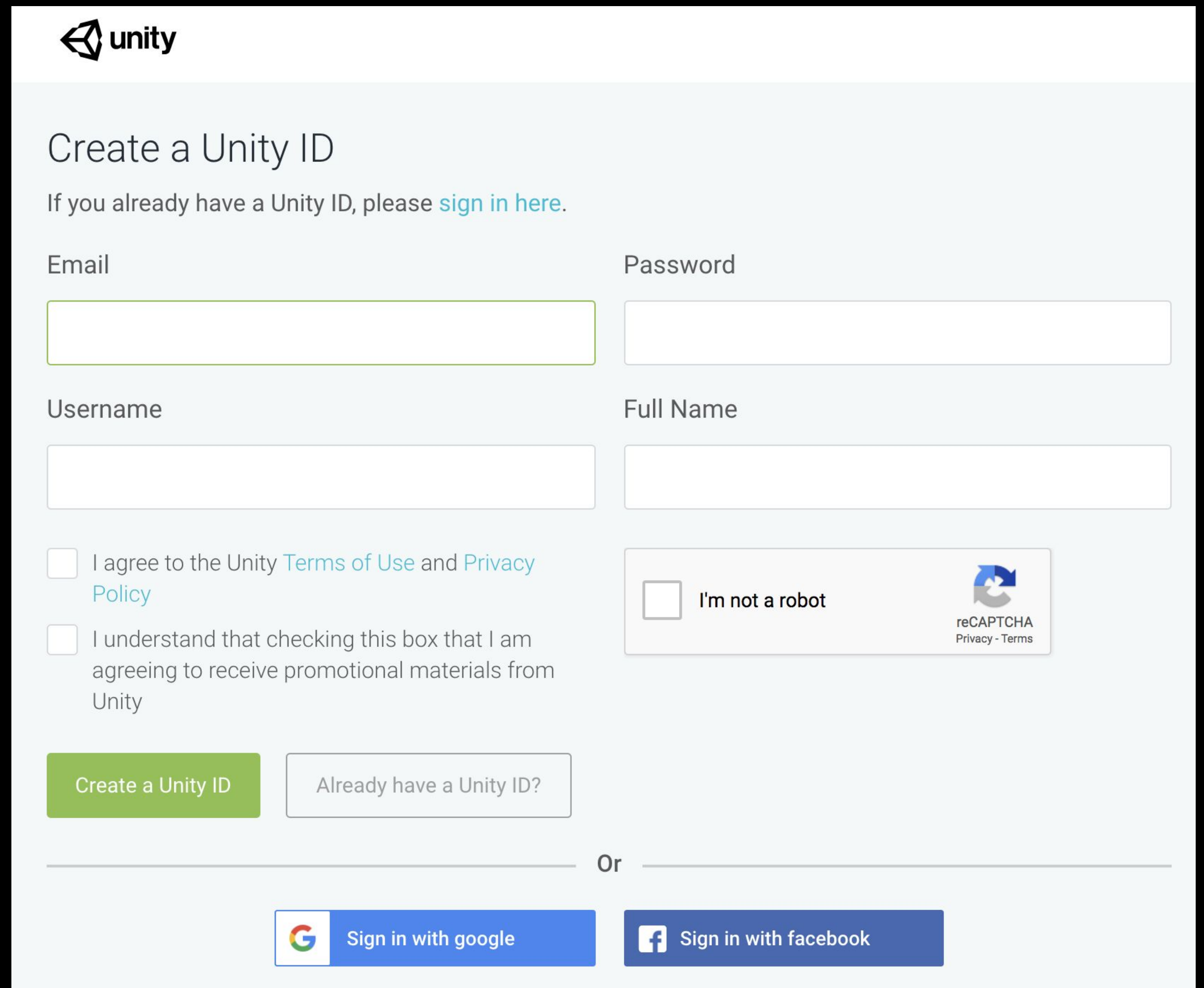
# Unity ID

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

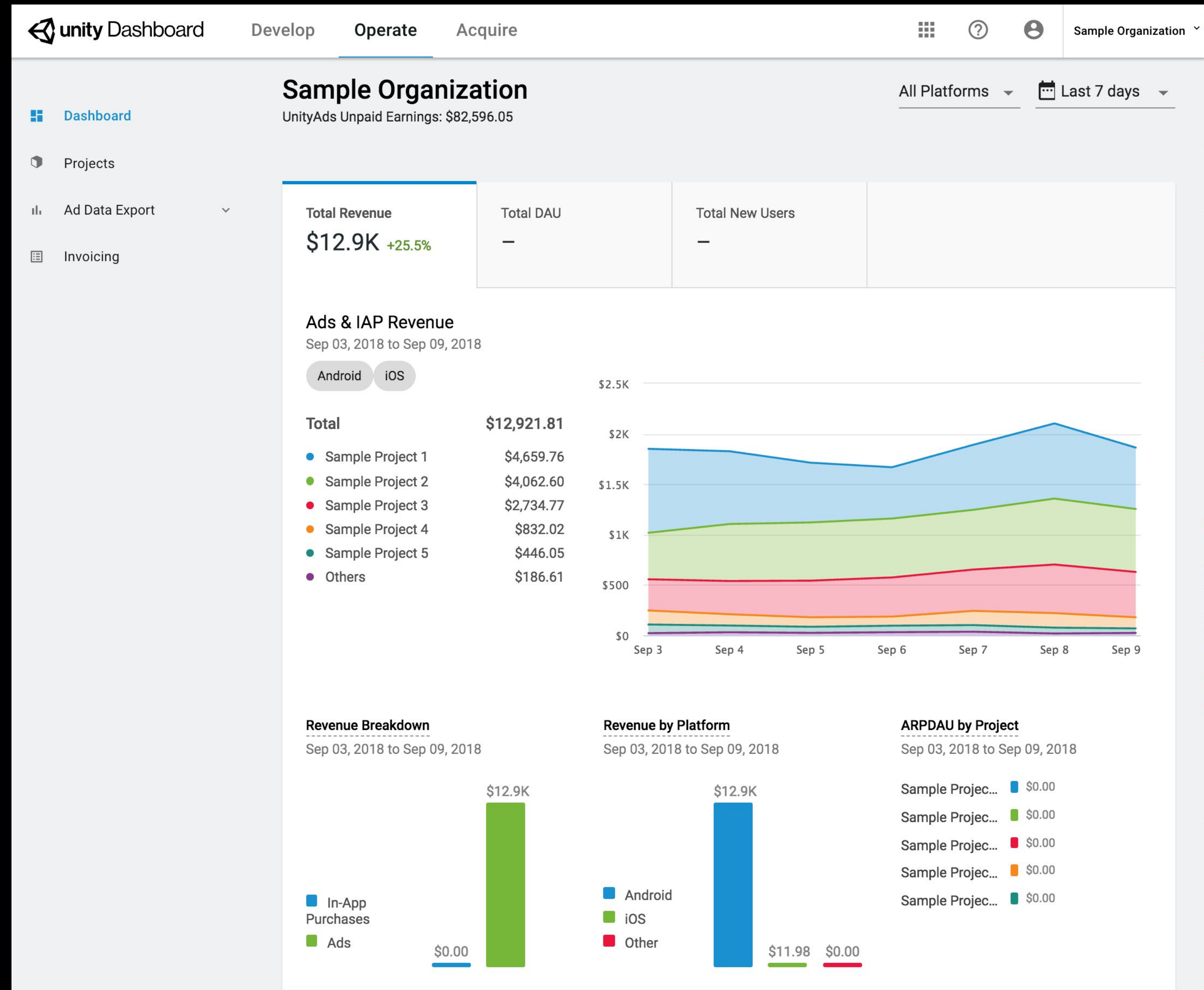


The screenshot shows the Unity ID creation interface. At the top left is the Unity logo. The main heading is "Create a Unity ID", followed by a link for existing users: "If you already have a Unity ID, please [sign in here](#)." The form contains several input fields: "Email" (highlighted with a green border), "Password", "Username", and "Full Name". Below these 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". To the right of these is a reCAPTCHA widget 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 buttons is a horizontal line with "Or" in the center, followed by 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/>





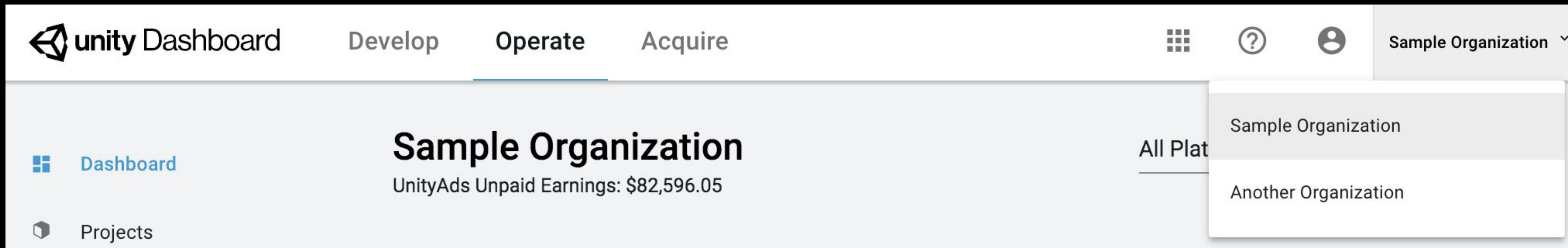
# 组织

- 切换Organization
- Organization收入报表
- Organization收入报表Filter
- 广告数据导出
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- 自动付款设置入口





# 切换Organization

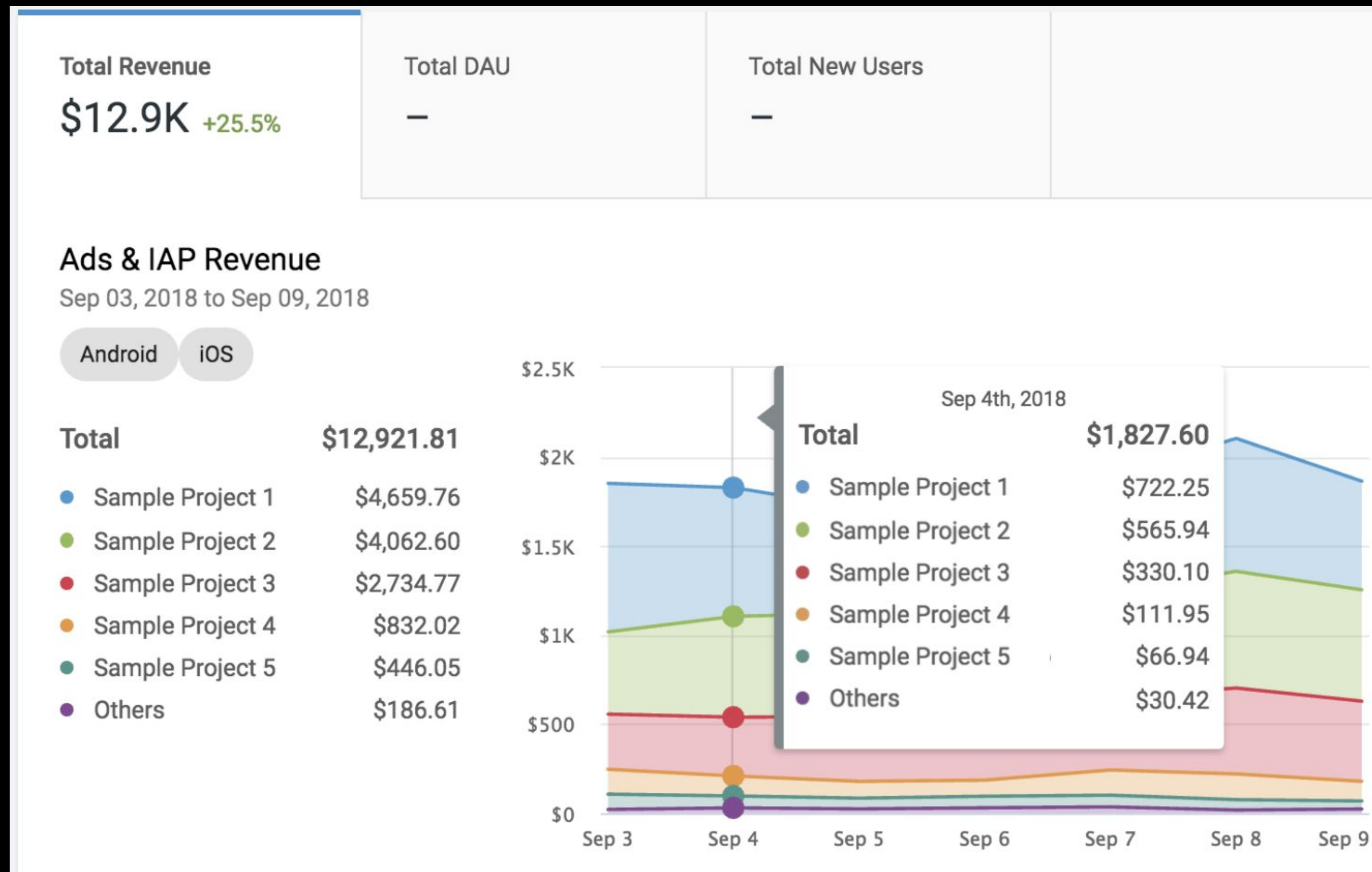


您可以在导航栏右上角点击Organization名称切换同一Unity ID下的组织。

# Organization收入报表

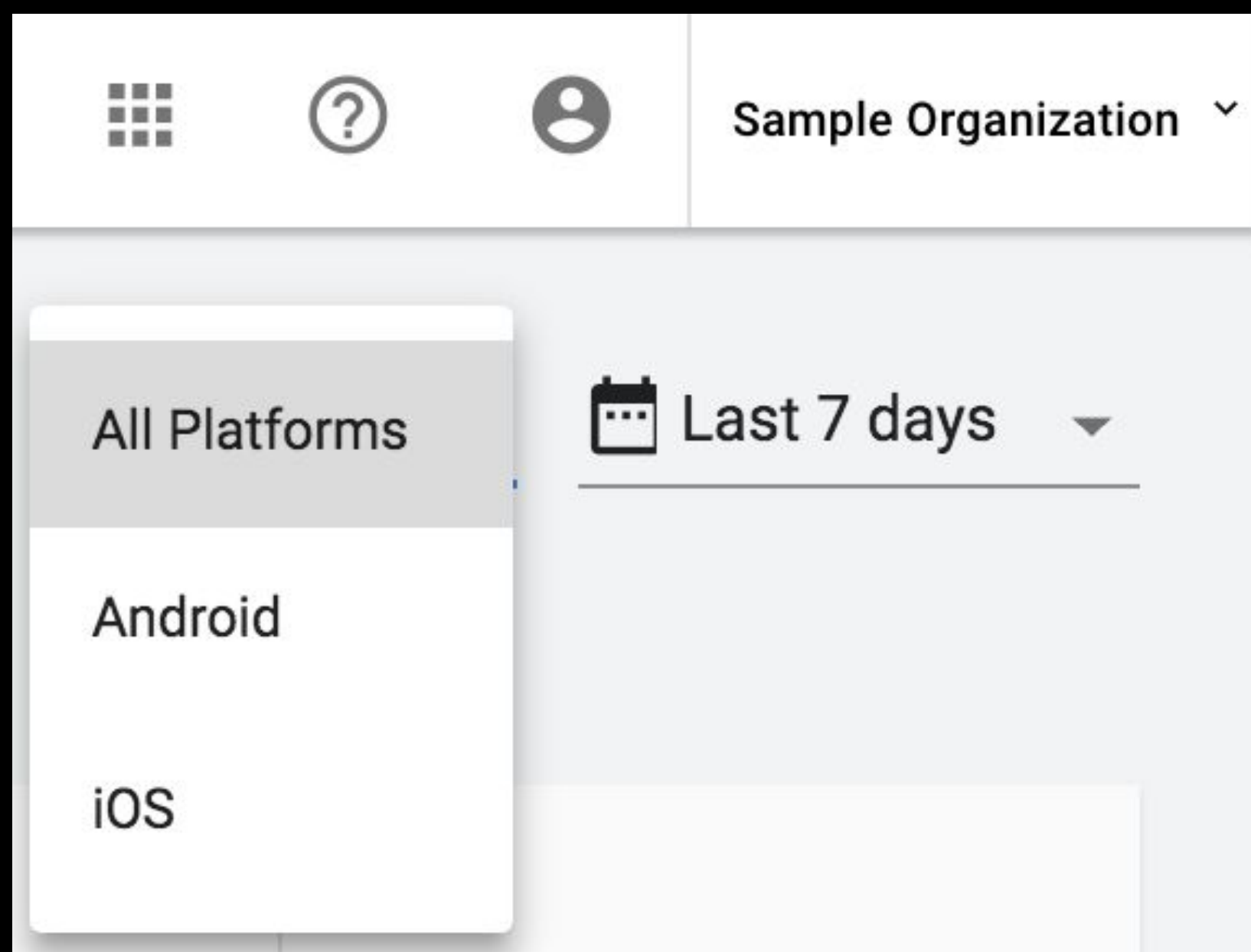
这里您可以查看当前组织Organization下所有项目Project的收益状态, 支持针对需求做筛选.

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

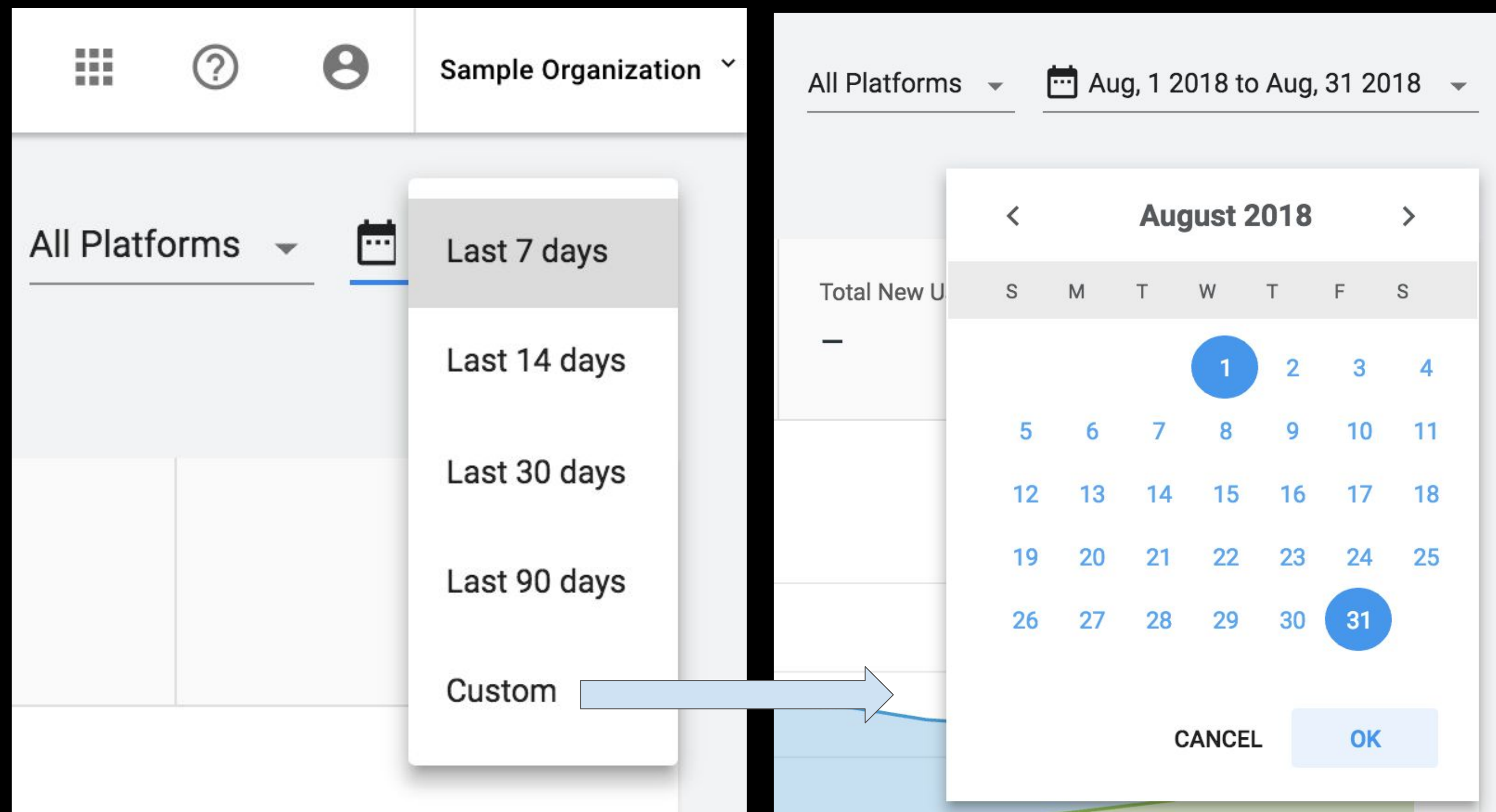


# Organization收入报表Filter

平台维度



时间维度 (支持最近90天)

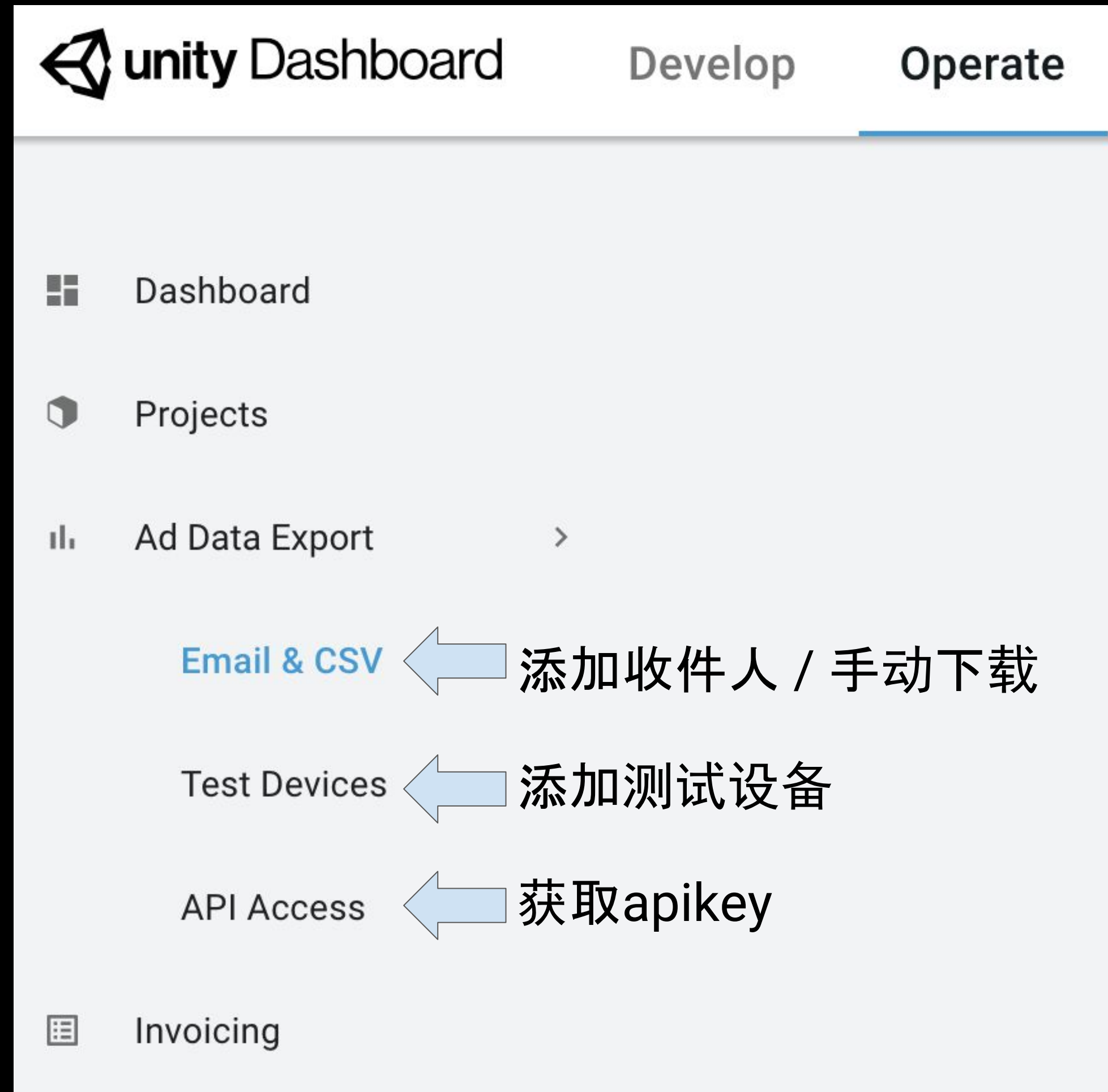




# 广告数据导出

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)

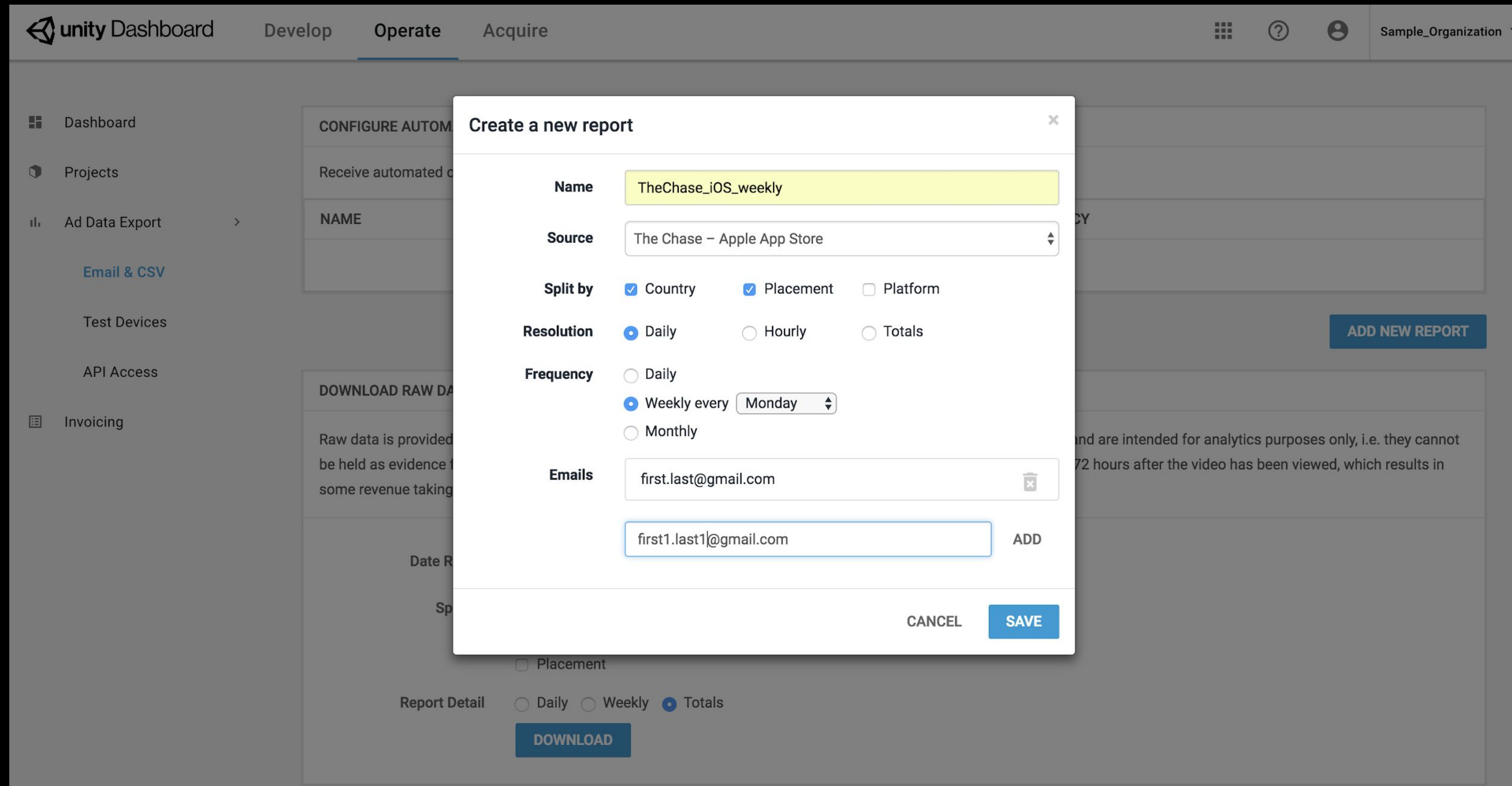


# 邮件自动发送

- 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。





# 手动下载

- 选中**Email & CSV**
- 选中**DOWNLOAD**

## 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.

### DOWNLOAD RAW DATA IN CSV FORMAT

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.

Date Range 7 Sep 2018 ▼ to 9 Sep 2018 ▼

Split By  Platform  
 Country  
 Placement

Report Detail  Daily  Weekly  Totals

DOWNLOAD

# 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 dashboard interface. On the left sidebar, the 'API Access' option is highlighted in blue. The main content area is titled 'STATISTICS API' and contains the following text: 'Unity Ads provides an API for publishers to retrieve monetization statistics data directly in CSV format. To access the API, you need to use an authentication key. Please see the [documentation](#) for more details.' Below this text is a text box containing a blurred API key, with a copy icon to its right. A blue button labeled 'GENERATE NEW KEY' is positioned below the text box. A blue arrow points from the text 'apikey' below the text box to the blurred key. Below this section, the 'AUTHENTICATION TOKEN' section is visible, showing another blurred token and a copy icon.



# 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
2018/9/7 0:00	1234567	Sample Project		US	5	10000	10000	0	0	0
2018/9/7 0:00	1234567	Sample Project	rewardedVideo	US	5	0	0	318.9	10000	10000
2018/9/7 0:00	1234567	Sample Project	video	US	5	0	0	70.45	10000	10000
2018/9/8 0:00	1234567	Sample Project		US	5	10000	10000	0	0	0
2018/9/8 0:00	1234567	Sample Project	rewardedVideo	US	5	0	0	397.42	10000	10000
2018/9/8 0:00	1234567	Sample Project	video	US	5	0	0	102.74	10000	10000
2018/9/9 0:00	1234567	Sample Project		US	5	10000	10000	0	0	0
2018/9/9 0:00	1234567	Sample Project	rewardedVideo	US	5	0	0	250.43	10000	10000
2018/9/9 0:00	1234567	Sample Project	video	US	5	0	0	119.88	10000	10000

# 添加测试设备

- 选中Test Devices

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
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No test devices are registered yet.

## 获取设备广告ID:

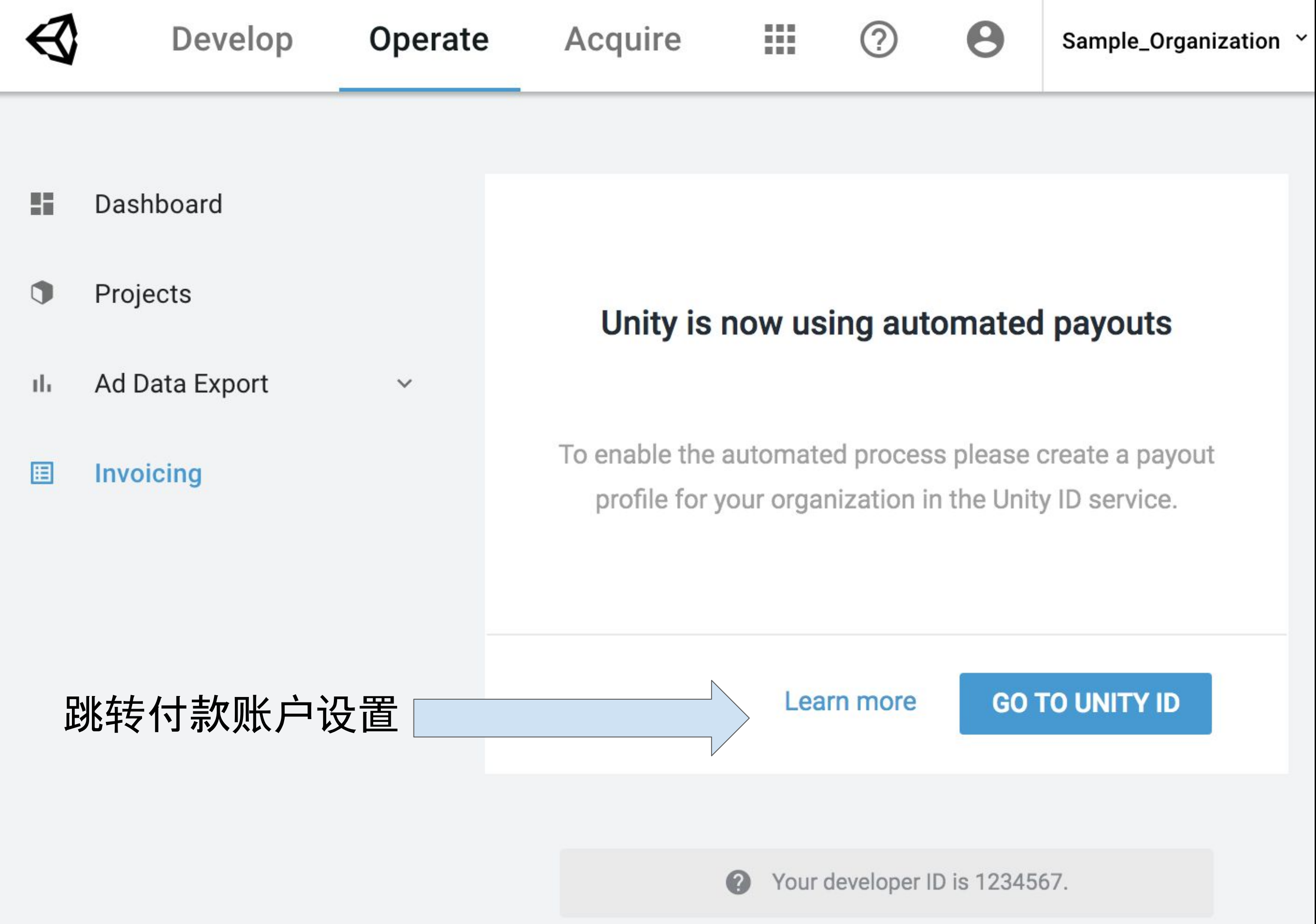
- iOS设备, App Store 下载The Identifiers应用查看IDFA
- Android设备, Settings > Google(或直接Google Settings) > Ads > advertising ID  
暂不支持添加不含Google Play Services的安卓设备为测试机



# 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 dashboard interface. At the top, there are navigation tabs: 'Develop', 'Operate' (which is selected and underlined), and 'Acquire'. To the right of these tabs are icons for a grid, a question mark, and a user profile, followed by the text 'Sample\_Organization' with a dropdown arrow. On the left side, there is a sidebar menu with items: 'Dashboard', 'Projects', 'Ad Data Export' (with a dropdown arrow), and 'Invoicing' (highlighted in blue). The main content area features a white notification box with the heading 'Unity is now using automated payouts'. Below the heading, it says 'To enable the automated process please create a payout profile for your organization in the Unity ID service.' At the bottom of the notification box, there are two buttons: 'Learn more' and 'GO TO UNITY ID'. A blue arrow points from the Chinese text '跳转付款账户设置' to the 'GO TO UNITY ID' button. At the bottom of the dashboard, there is a status bar with a question mark icon and the text 'Your developer ID is 1234567.'

跳转付款账户设置

[Learn more](#)

[GO TO UNITY ID](#)

# 项目

- 创建Project
- Project广告数据
  - 广告数据操作
  - 广告数据下载
- 平台Platform
  - Game ID
  - 平台广告过滤
  - 平台广告设置
- 广告位Placement
  - Placement ID
  - 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。

unity Dashboard    Develop    Operate    Acquire    Sample Organization

Dashboard  
Projects  
Ad Data Export  
Invoicing

### Project List

Metrics from Last 7 Days

NEW PROJECT

Search Projects    Sort By: Ad Revenue

	Total Revenue	Ad Revenue	New Users	DAU	ARPPDAU
	\$12.9K +25.5%	12.9K +25.5%	-	-	-
The Chase	\$4.6K -10.1%	4.6K -10.1%	-	-	-
Sample Project	\$4K +306.6%	4K +306.6%	-	-	-
Another Sample Project	\$2.7K +7.6%	2.7K +7.6%	-	-	-

# 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**

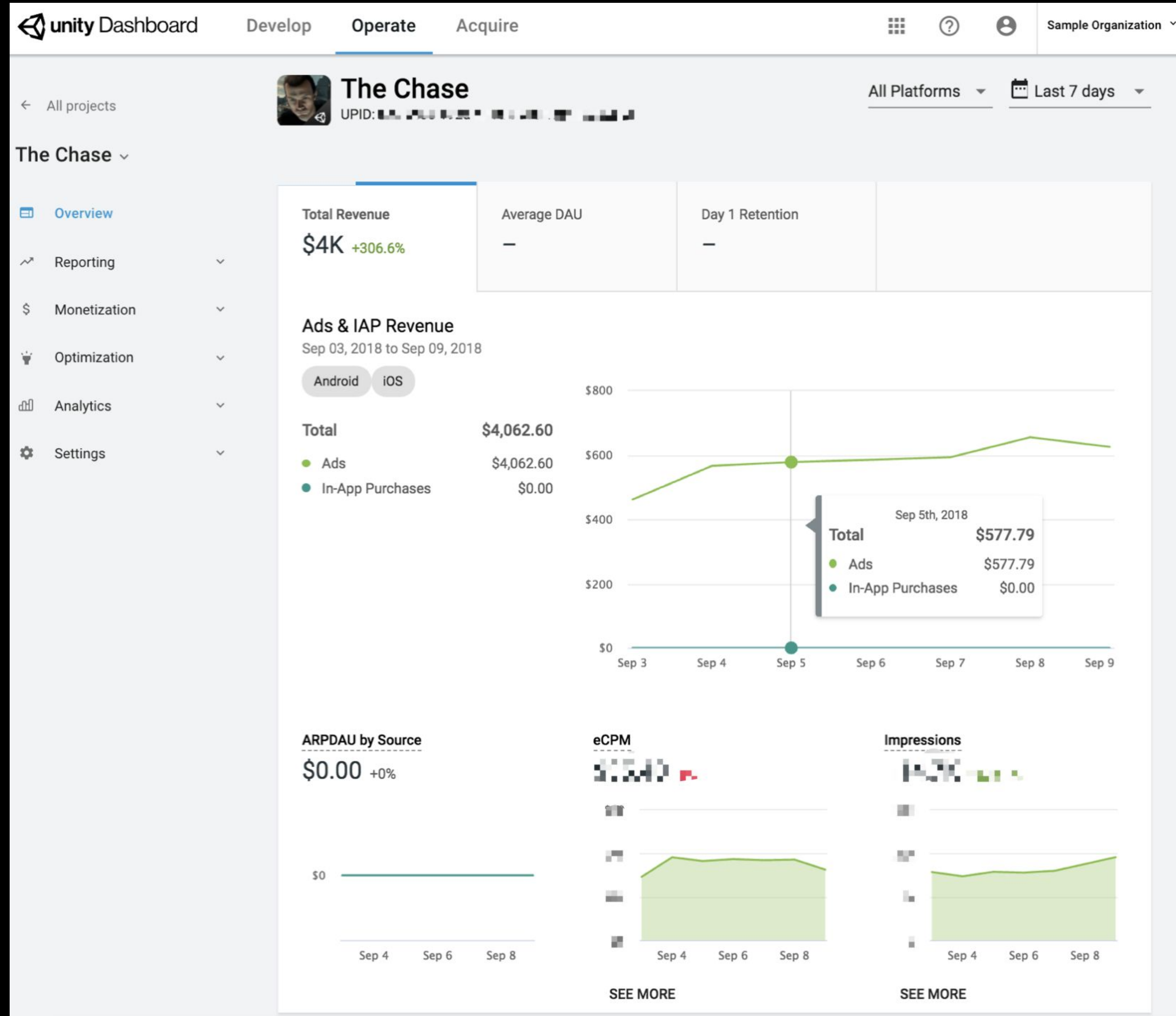


# Project Overview

- 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。

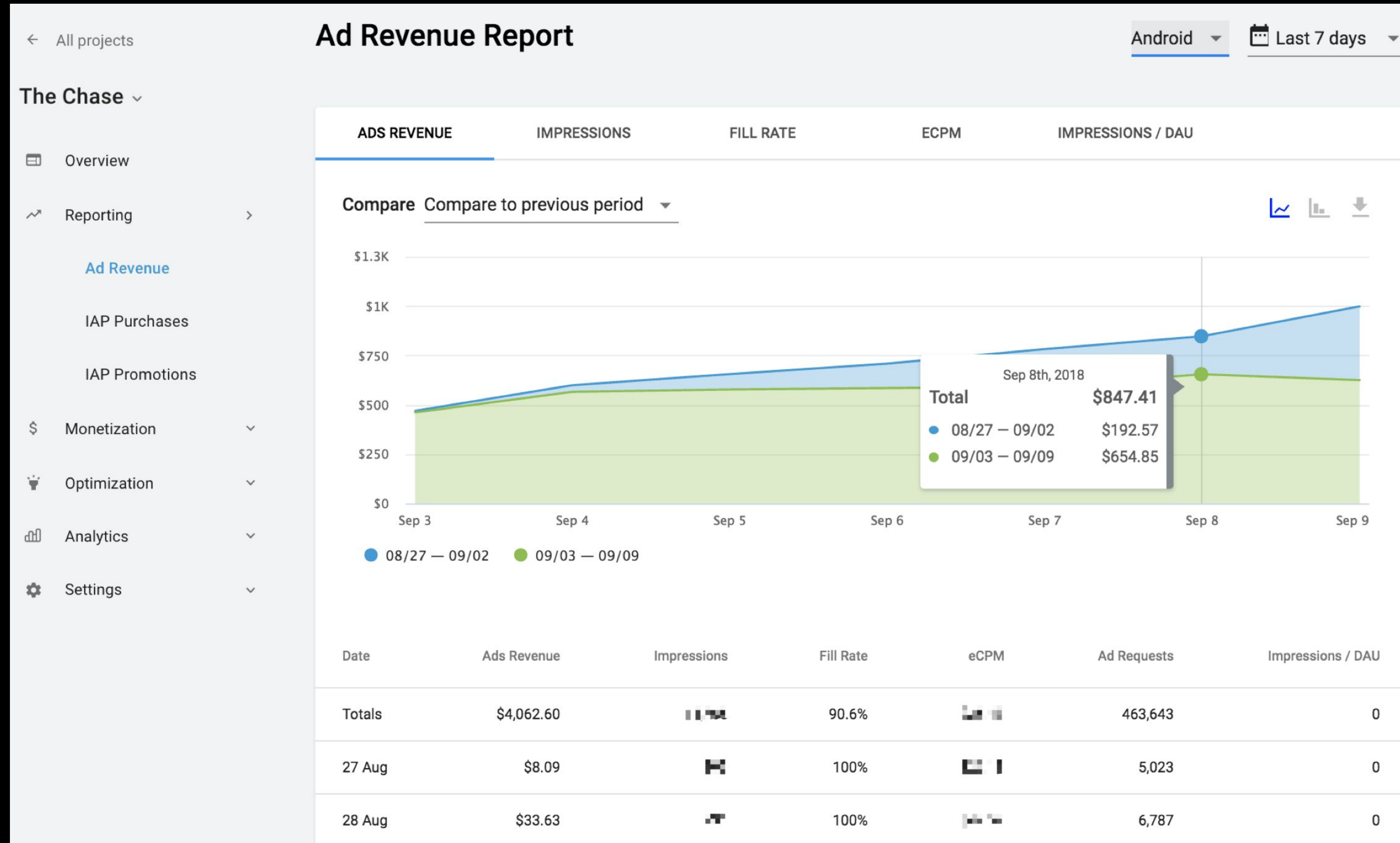


# Project广告数据

- 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。

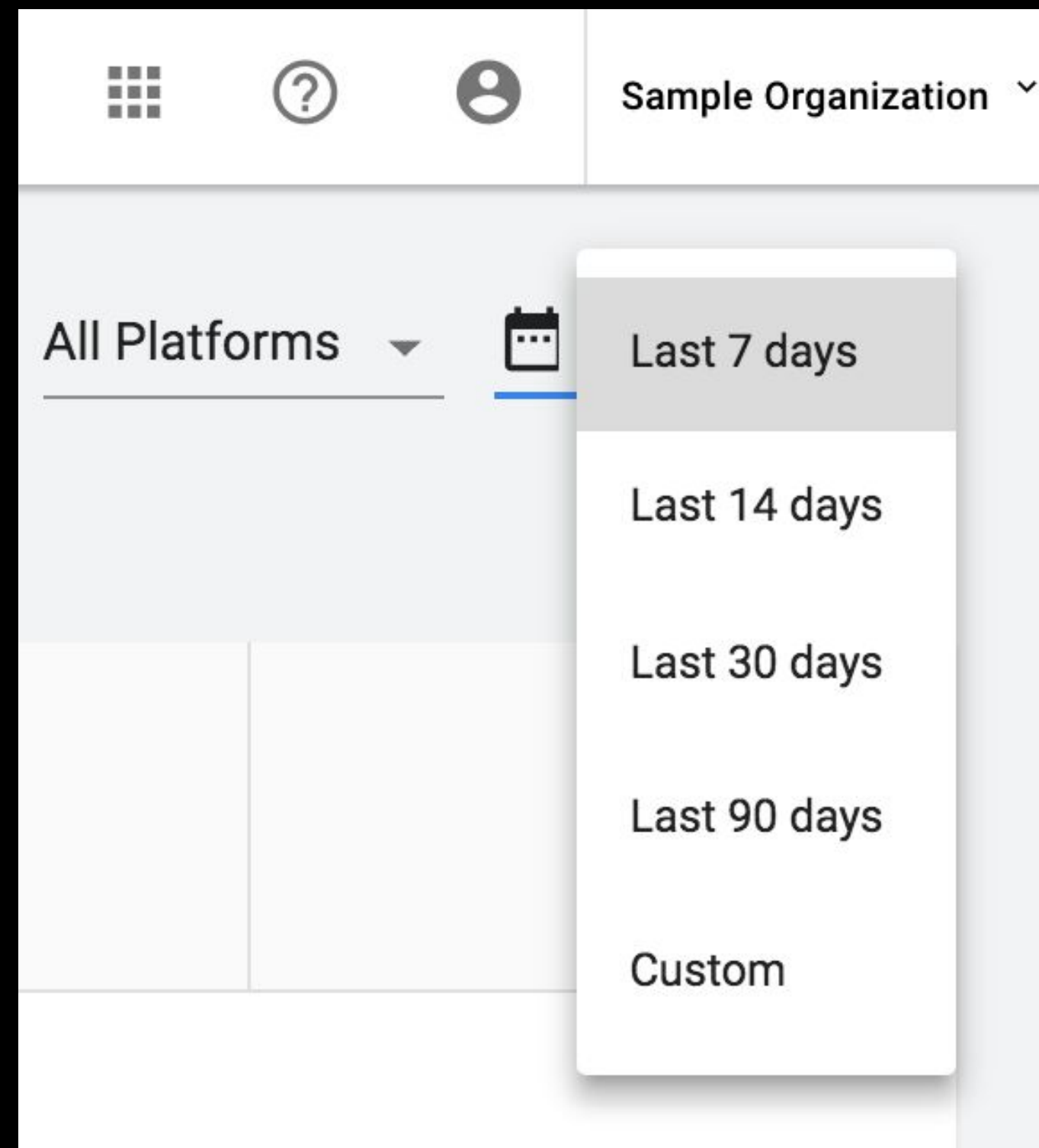
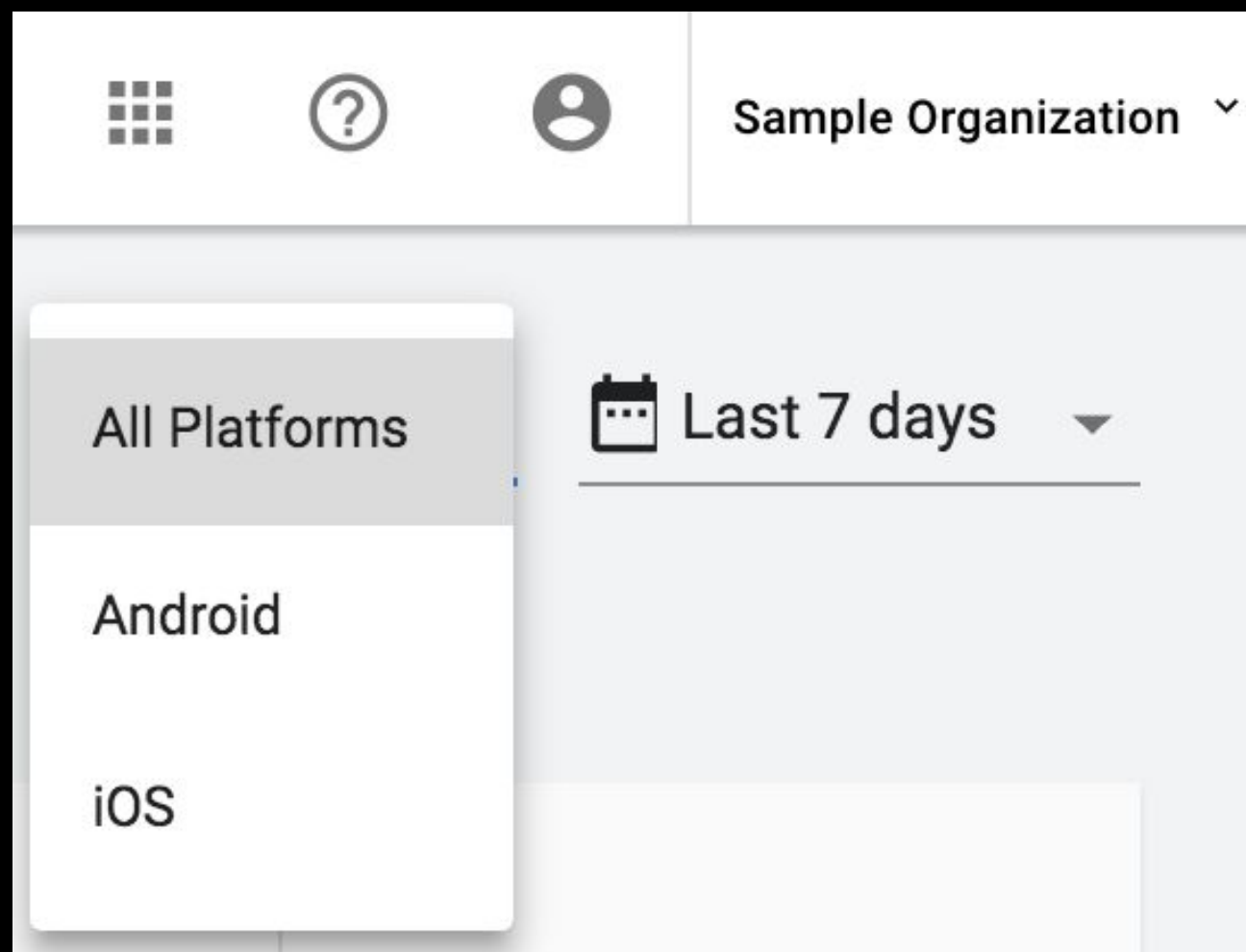
**提示：**  
查看Impressions/DAU数据需要您使用Unity Analytics。



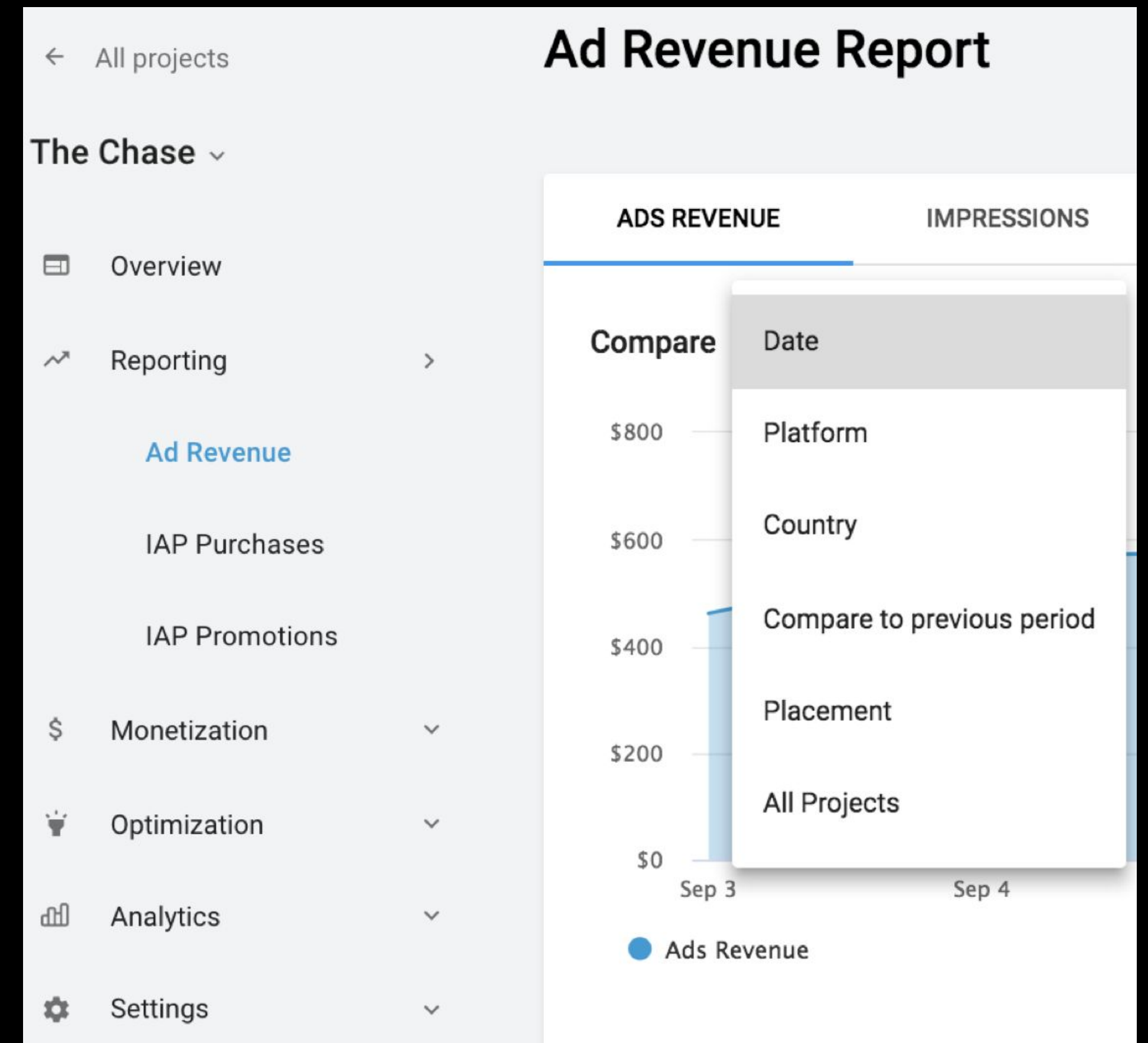


# 广告数据操作


按平台和时间(支持最近90天) 筛选

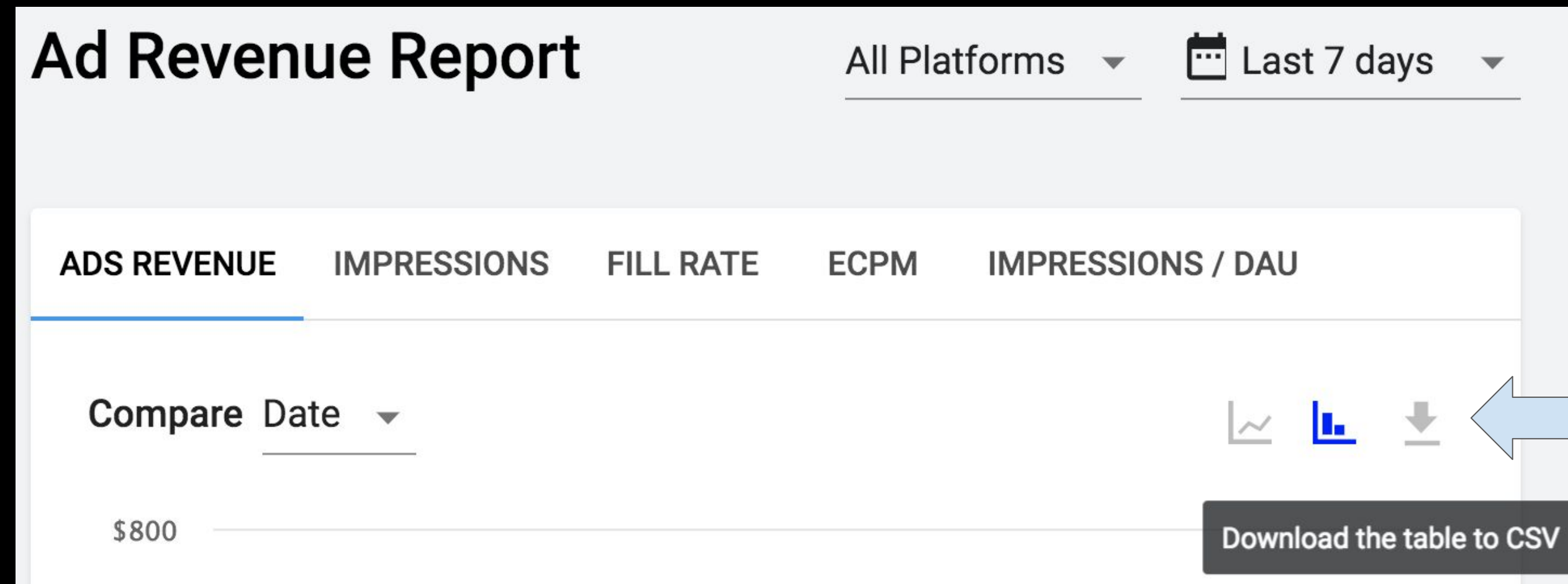


按不同维度做数据对比Compare



# 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。



The screenshot shows the 'Ad Revenue Report' interface. At the top, there are filters for 'All Platforms' and 'Last 7 days'. Below the filters, there are tabs for 'ADS REVENUE', 'IMPRESSIONS', 'FILL RATE', 'ECPM', and 'IMPRESSIONS / DAU'. The 'ADS REVENUE' tab is selected. In the top right corner of the report area, there are icons for a line chart, a bar chart, and a download icon. A blue arrow points from the text '下载CSV' to the download icon. Below the icons, there is a button labeled 'Download the table to CSV'. A 'Compare Date' dropdown menu is visible on the left side of the report area.

下载CSV

Date	Ads Revenue	Impressions	Fill Rate	eCPM	Ad Requests	Impressions / DAU
Totals	\$4062.60	114768	90.60%	\$35.43	402052	0
3-Sep	\$461.36	15753	100%	\$29.29	34206	0
4-Sep	\$565.94	14780	79.50%	\$38.29	61856	0
5-Sep	\$577.79	15800	75.80%	\$36.57	68906	0
6-Sep	\$584.83	15602	85.20%	\$37.43	65716	0
7-Sep	\$592.83	16139	95.30%	\$36.96	62879	0
8-Sep	\$654.85	17799	98.70%	\$37.31	70779	0
9-Sep	\$625.01	19173	99.80%	\$33.00	75171	0



# 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Monetization
- 选中Platforms

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STORE GAME ID值可以修改商店信息;
- 点击其他值可以进入平台管理页面.

The screenshot shows the Unity Dashboard interface. The 'Operate' tab is active, displaying a table of game platforms for 'The Chase' project. The table has columns for PLATFORM, GAME ID, STORE GAME ID, and STORE GAME NAME. Below the table, there are links for 'Legal', 'Privacy Policy', 'Cookies', and 'English'. A 'CONTACT SUPPORT' button is also visible. A modal window titled 'Update Apple App Store details for The Chase' is open, showing a text input field for the 'Apple App Store ID' with the value '820347596' and a 'LOOK UP GAME' button. Below the input field, the modal displays the 'Store game ID' as '820347596' and the 'Store game name' as 'Unity Chase'. At the bottom of the modal, there are 'CANCEL' and 'CONFIRM' buttons. Two blue arrows point from the 'Game ID' label to the 'GAME ID' and 'STORE GAME ID' columns in the table.

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



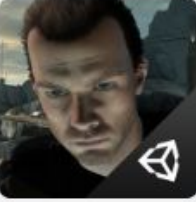
# 平台广告过滤

- 选中Monetization
- 选中Platforms
- 选中一个商店平台
- 选中AD FILTERING

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 Chase

 Apple App Store

AD FILTERING    SETTINGS

**EXCLUDE CATEGORIES**

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

**GAME CATEGORIES**

- Action
- Adventure
- Arcade
- Board
- Card
- Casino
- Educational
- Family
- Music
- Puzzle
- Racing
- Role playing
- Simulation
- Sports
- Strategy
- Trivia
- Word

**OTHER CATEGORIES**

- Health and Medicine
- Health and Fitness Apps
- Food
- Alcoholic Beverages
- Lottery and Gambling
- Law, Gov't and Politics
- News and Weather
- Personal Finance
- Dating and Social Media
- Contests and Shopping
- Religion and Spirituality

**EXCLUDE CONTENT**

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

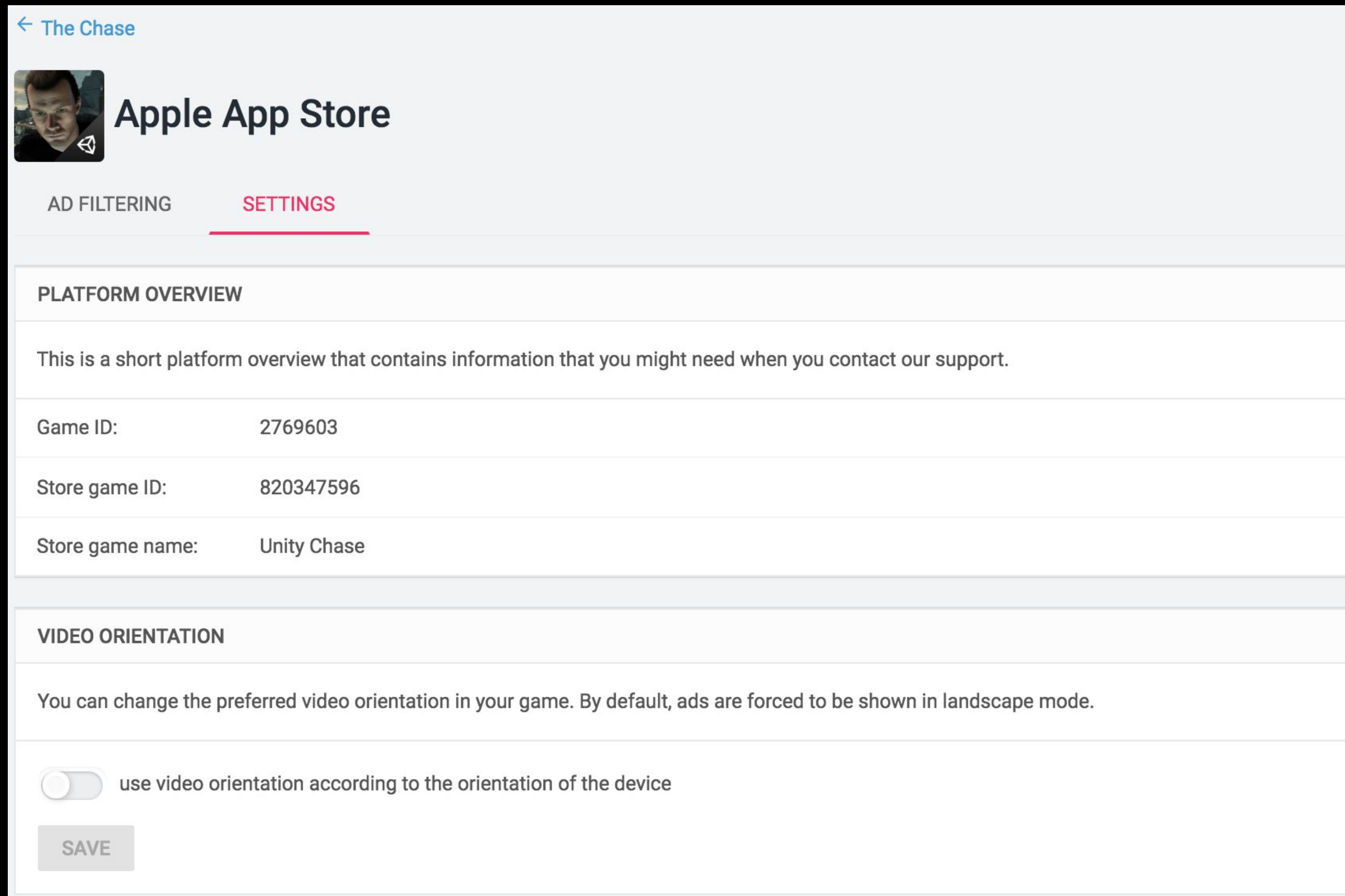
- Show all ads
- Do not show ads rated 17+
- Do not show ads rated 13+
- Do not show ads rated 9+
- Do not show ads rated 5+

# 平台广告设置-广告转向


- 选中Monetization
- 选中Platforms
- 选中一个商店平台
- 选中SETTINGS

这里您可以查看游戏在当前平台的GAME ID和商店信息。

选择是否启用广告方向根据设备方向改变这一功能。  
不启用时，默认广告方向为触发广告时的设备方向。



← The Chase

 Apple App Store

AD FILTERING **SETTINGS**

PLATFORM OVERVIEW

This is a short platform overview that contains information that you might need when you contact our support.

Game ID:	2769603
Store game ID:	820347596
Store game name:	Unity Chase

VIDEO ORIENTATION

You can change the preferred video orientation in your game. By default, ads are forced to be shown in landscape mode.

use video orientation according to the orientation of the device

SAVE



# 平台广告设置-测试模式, 广告开关

- 选中Monetization
- 选中Platforms
- 选中一个商店平台
- 选中SETTINGS

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)

这里您可以选择当前平台关闭广告。

**注意:**  
关闭广告后Unity将停止为您供应广告, 广告收入将暂停。

### 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**

### ADS DELIVERY STATUS

You can start and stop Ads delivery to your application at any point. **Keep in mind that by pausing it you stop your application monetization.**

ads delivery status

**SAVE**

# 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SET DEFAULT PLACEMENTS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.

The screenshot shows the Unity Ads interface for a project named 'The Chase'. The 'Operate' tab is active. In the left sidebar, 'Monetization' is selected. The main content area displays a list of placements: 'video', 'rewardedVideo', 'resumegame', and 'banner'. A modal dialog titled 'Default placements' is open, showing options for 'Default for iOS' and 'Default for Android', both set to 'video'. A blue arrow points from the 'SET DEFAULT PLACEMENTS' button to the modal.

# 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

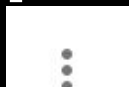
CANCEL CREATE NEW PLACEMENT

# 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
- 竞价方式 Auction type

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)。



按平台设置广告位

Platform specific settings

← resumegame

General Settings

Placement ID	resumegame	
Status	Live	
Placement name	resumeGame	
Ad Types	Playable, Video	
Muting	Audio not muted	
Allow skip	No	

Advanced Settings

Auction type	CPM	
--------------	-----	--

← resumegame

General Settings

IOS ANDROID

Placement ID	resumegame	
Status	Live	
Placement name	resumeGame	
Ad Types	Playable, Video	
Muting	Audio not muted	
Allow skip	After 5 seconds	

Advanced Settings

Auction type	CPM	
--------------	-----	--



# Project信息概览

- 选中Settings
- 选中Operate Settings

这里您可以查看当前游戏项目的信息, COPPA状态和广告Game ID.

The screenshot shows the Unity Dashboard interface. At the top, there are navigation tabs for 'Develop', 'Operate', and 'Acquire', with 'Operate' being the active tab. The main content area is titled 'Operate Settings' and is divided into two sections: 'Project Info' and 'Game IDs'. The 'Project Info' section contains three rows of data: 'Dashboard Project Name' (The Chase), 'Project ID' (59238938-9bd9-40bc-a17b-b6ea91cc6cde), and 'Age Designation' (This game is NOT directed to children under the age of 13 in the United States). The 'Game IDs' section contains two rows: 'Apple App Store' (2769603) and 'Google Play Store' (2769602). A sidebar on the left lists various settings categories, with 'Operate Settings' highlighted in blue. The Unity logo is visible in the bottom left corner.

Section	Key	Value	Copy Icon
Project Info	Dashboard Project Name	The Chase	
	Project ID	59238938-9bd9-40bc-a17b-b6ea91cc6cde	📄
	Age Designation	This game is NOT directed to children under the age of 13 in the United States	
Game IDs	Apple App Store	2769603	📄
	Google Play Store	2769602	📄

# 附录

- 填写Store ID
- 切换后台显示语言
- 获得广告支持
- 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：

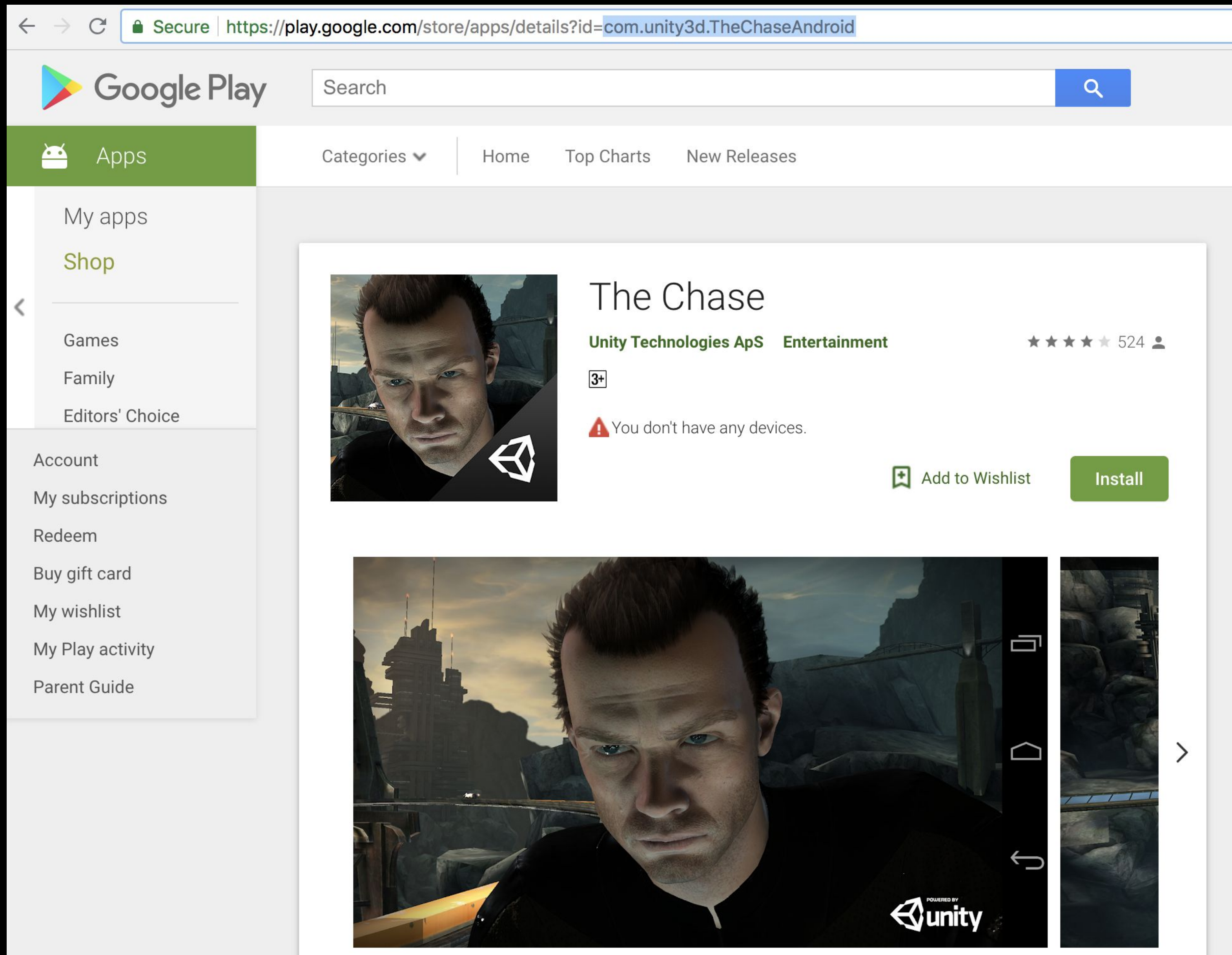
The screenshot shows the App Store page for the game 'Unity Chase'. The URL in the browser's address bar is `https://itunes.apple.com/us/app/unity-chase/id820347596?mt=8`, with the Store ID `820347596` highlighted in blue. The app's name is 'Unity Chase' (4+), developed by 'Unity Technologies ApS'. It has a rating of 3.4 stars from 16 ratings and is free. Below the app information, 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:



# 切换后台显示语言

您可以通过后台页面底部的语言下拉菜单切换显示语言，如右图。

## 提示：

后台改版后，本地化语言显示正在陆续更新，部分页面找不到切换按钮可能是因为尚未本地化，请您谅解。

游戏分类

- 动作游戏
- 冒险游戏
- 投币游戏
- 桌面游戏
- 卡牌游戏
- 赌博游戏
- 教育游戏
- 家庭游戏
- 音乐游戏
- 解谜游戏
- 竞赛游戏
- 角色扮演
- 模拟经营
- 体育游戏
- 策略游戏
- 问答游戏
- 单词游戏

其他分类

- 健康与医疗
- 健康与减肥应用
- 酒和饮料
- 乐透与赌博
- 新闻和天气
- 个人理财
- 奖励与购物
- 宗教与信仰

保存

English  
日本語  
简体中文  
繁體中文  
русский  
한국어

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# 联系广告支持

您可以点击后台页面底部的 **CONTACT SUPPORT** 填写表格获得支持，如右图。

收到您的需求后，我们会尽快为您解决问题，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。

### Contact Unity Ads Support

**Organization**

**Category**


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

**Subject**

**Description**

**Attachments**  No file chosen

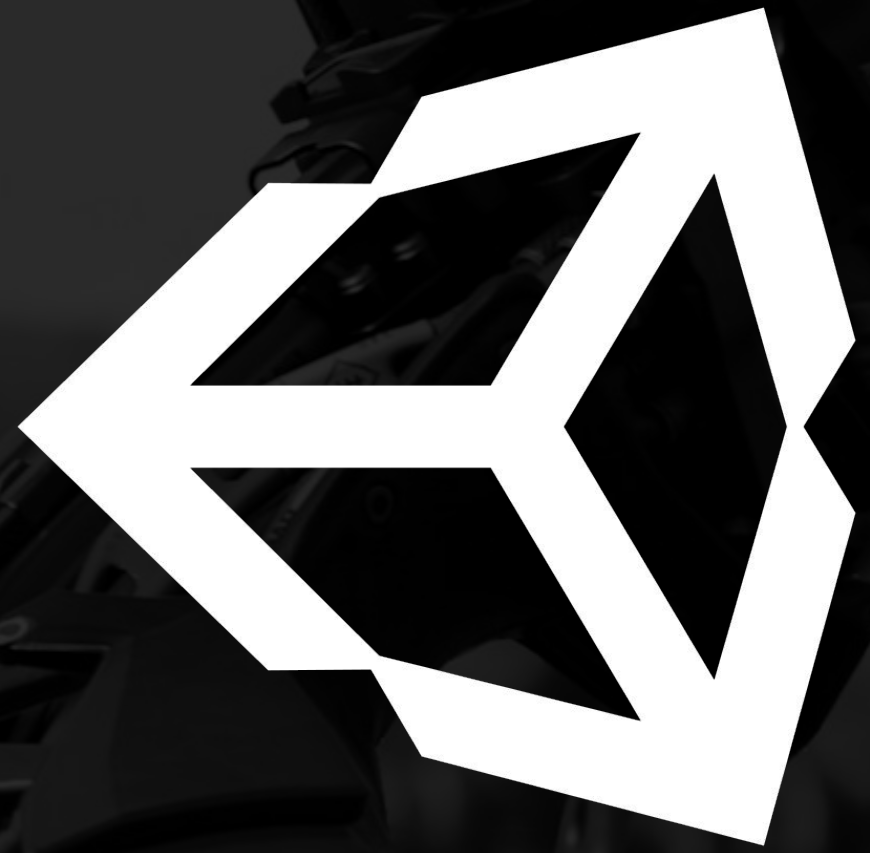
Hold Control key (ctrl) to select multiple files.  
Hold Command key (⌘) to select multiple files.

I'm not a robot  reCAPTCHA  
Privacy - Terms



# 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