



Unity is the world's most widely used real-time development platform,

giving developers the tools to create rich 2D and 3D games and experiences. Over 50% of new mobile games and over 60% of all AR/VR is built with Unity. We enable our developers to monetize their apps and experiences through Unity Ads. Our platform reaches 1.9 billion devices globally allowing massive scale for your mobile campaigns. Unity also works with brands to help build immersive mobile, AR and VR creative experiences and provides a scalable platform for these formats to run.

Unity by the numbers

1.9B

Daily ad requests

1.7B

Unique devices

#1

iOS in-app integrations for mobile-video advertising (2019 Apptopia)

#3

Android in-app integrations for mobile-video advertising (2019 Apptopia)

100%

SDK direct inventory

80%+

Video completion rate

20%

Exclusive and first-look inventory

Our ad formats

All of our ad formats are available in either landscape or portrait mode, for smartphone and tablet.



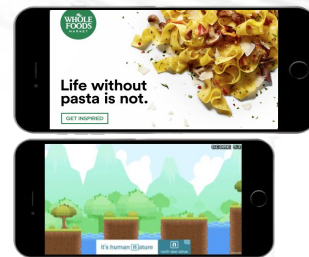
MRAID

- Customizable, interactive ads
- Playable mini-games or immersive brand experiences



In-App Video

- VAST, VPAID or MRAID video
- Skippable and Non-Skippable
- Video end card supported
- :06s, :15s, :30s



Banner & Fullscreen Display

- Banner: 320x50; 720x90
- Fullscreen: 300x250; 320x480, 480x320; 1024x...
- Format types: HTML JPG, PNG, GIF

Global reach

DAUs by region

536M



NAM

436M



LATAM

806M



EMEA

1.02B



APAC

Feature support and targeting capabilities

All of our ad formats are available in either landscape or portrait mode and are always served full-screen to ensure that your ads are immersive and in-view. We offer the following features:



Curated Deal IDs



Contextual Data



Loss Notifications



Rewarded Video



App-Ads.txt



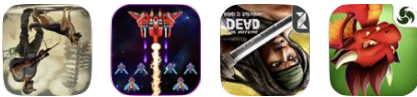
Open Measurement

Access to your audiences at scale

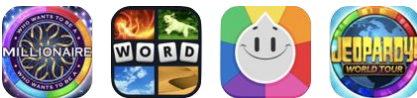
Contextual Apps:



Sports Lovers



Sci-Fi Fans



Trivia Buffs

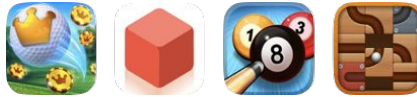


Music Fans

High Indexing Apps:



Millennials



Business Travelers



Hispanics



LDA Compliant



Best Practices: Managing your Traffic

Filtering

At this time only Unity Partner Managers can make adjustments to traffic settings. Please email your dedicated account rep(s) to make these changes.

Unity can throttle QPS by an array of request dimensions including:

- Country
- Operating System
- Privacy (i.e. COPPA, LNT)
- Format (i.e. MRAID, Playables, Video, Display and Banners)

Loss Notifications

Advertising partners can leverage real-time Loss Notifications to inform their bidding strategies effectively across Unity's inventory. These notifications communicate the reason that the participating bid lost in the auction.

If you would like to take advantage of Loss Notifications, please review feature support and integration documentation [here](#).

Contextual Targeting

Unity offers additional app and user data to help buyers fine-tune bid strategy and audience targeting. Additional details on Unity's contextual data can be found [here](#).

Your account manager can help you to access the following data extensions:

Game Session	The number of ads that have been in a user's game session.
Session Score	The number of times an ad has been delivered for the current session.
Mute	The current state of mute on the device when the request is made.
Game Category	Google Play and Apple App Store category definitions.
Subgame Category	Google Play and Apple App Store Sub-game category definitions.

Note: Unity will not pass data signals if they are not present in the request.