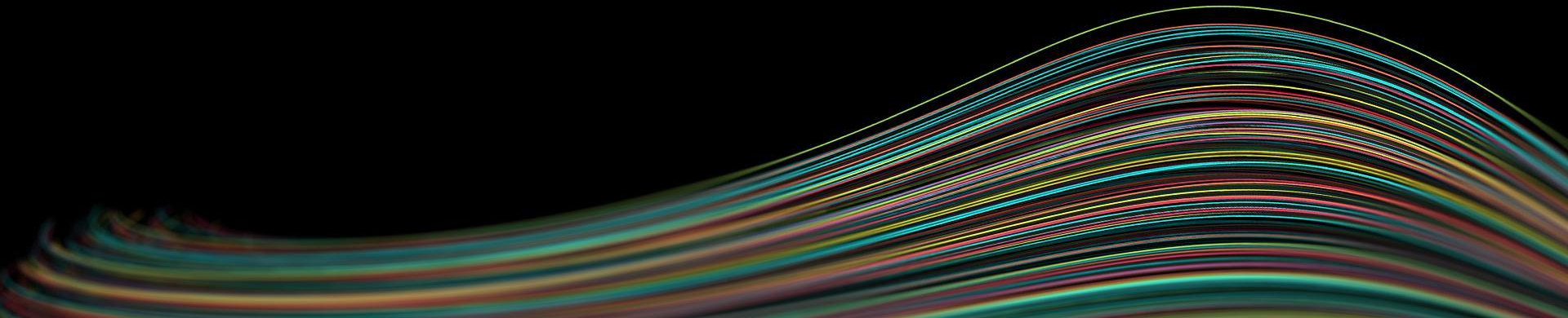


**Juho Metsovuori**

Product Manager, Unity



# Unity Ads

The image features the text "Unity Ads" in a bold, white, sans-serif font centered on a black background. In the top-right and bottom-left corners, there are decorative elements consisting of numerous thin, overlapping lines in various colors (including blue, green, yellow, and red) that curve and fan out, creating a dynamic, abstract effect.



1.3B

Reach across 243 countries

8B

mobile video ads per month



# F2P Mobile Games

The image features a solid black background. In the top-right and bottom-left corners, there are decorative elements consisting of numerous thin, overlapping lines in various colors (including red, green, blue, yellow, and purple) that curve and fan out, creating a sense of motion or digital energy.

# User Acquisition

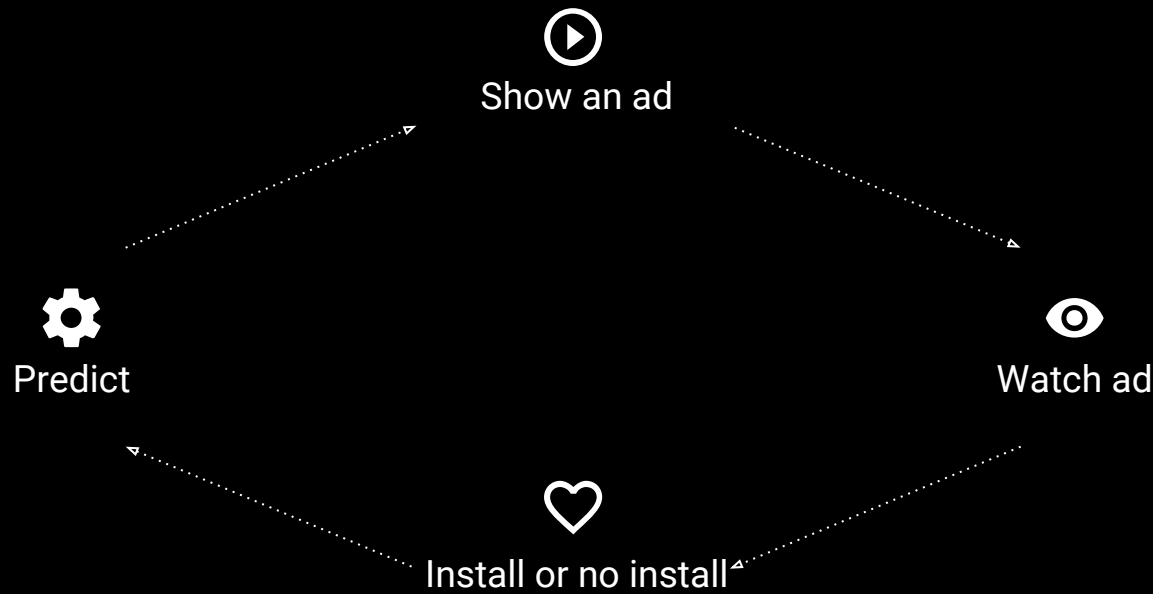
The background is black with abstract, multi-colored lines in shades of blue, green, yellow, and red. These lines are concentrated in the top-right and bottom-left corners, creating a sense of motion and digital energy.

**Cost Per Mille  
(CPM)**

**Cost Per Install  
(CPI)**

**Predicting Value**

# Feedback Loop



**Life Time Value  
(LTV)**

**Return on  
Investment (ROI)**

**Scale**



The image features a black background with abstract, multi-colored lines in shades of blue, green, yellow, and red, appearing as if they are flowing or radiating from the corners. The text is centered in the middle of the frame.

**How to acquire valuable  
users?**

**Country**

**Device**

**Game**

The image features a black background with abstract, multi-colored lines in the corners. These lines are composed of many thin, overlapping lines in various colors including red, green, blue, yellow, and purple, creating a vibrant, blurred effect. The lines in the top right corner curve downwards and to the left, while the lines in the bottom left corner curve upwards and to the right.

**How to predict value?**

**Life Time Value  
(LTV)**

**In App Purchases  
(IAP)**

**Retention**

# Retention

**Correlates with value**

**Standard KPI**

**Day 7**

# Business model

**Buckets**

**Low is bad**

**Country specific**

**Dynamic bidding**

**One bid**

**Two bids**



The background is black with abstract, colorful, curved lines in the corners. The lines are composed of many thin, overlapping lines in various colors including red, green, blue, yellow, and purple, creating a sense of motion and depth.

# Predicting revenue

The image features a solid black background. In the top-right and bottom-left corners, there are decorative elements consisting of numerous thin, overlapping lines in various colors (including red, green, blue, yellow, and purple) that curve and fan out towards the center. In the center of the image, the text "Thank you!" is written in a bold, white, sans-serif font.

**Thank you!**