Unity Ads: Öffentlicher Fallstudien-Teaser zu Pixel United vom 29. Dezember 2022

Archivierte Textfassung: Pressemitteilung. Inhalt aus der damaligen Pressezustellung, neu gesetztes PDF ohne private Kontaktdaten.

Creating a balanced player experience with your monetization strategy can be challenging. However, it helps to read about what other studios are doing to achieve a positive player experience, while monetizing their game. Pixel United leverages Unity·s self-serve tools like revenue insights and ad-blocking in Unity·s Monetize dashboard to help them be responsive to users and understand the impact of an action. With Unity Ads, Pixel United was able to: Improved responsiveness to user feedback Greater self-serve autonomy Higher ad fill rates and a 10% increase in overall eCPM New insights resulting in revenue preservation Ready to grow your game? See more about Pixel United·s experience, along with many other studios· monetization success stories here .