



NEWS RELEASE

New Unity Audience Hub Doubles Engagement for Brand Campaigns, Unlocking Privacy-First Advertising Across Mobile and CTV

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Initial campaigns see a 103.6% lift in engagement rate, helping marketers reach target audiences more effectively while boosting ad performance for developers

SAN FRANCISCO--(BUSINESS WIRE)-- **Unity** (NYSE: U), the leading platform to create and grow games and interactive experiences, today announced the launch of the Unity Audience Hub. The Audience Hub blends federated, privacy-first insights from Unity's ads ecosystem with trusted third-party data sources to deliver curated, high-intent audiences to brand marketers. It optimizes for combined audience intelligence without compromising data privacy. In initial beta testing, brands have experienced a 102.6% increase in click-through-rate and a 103.6% uplift in engagement overall, demonstrating the power of the Audience Hub in reaching highly relevant audiences and matching them with media inventory.

"At WPP Media, we're always looking for ways to connect with potential customers in a more relevant and engaging way," said Pete Basgen, Global Gaming & Esports Lead at Wavemaker, a WPP Media Brand. "Leveraging the Unity Audience Hub allows us to unlock valuable gaming insights and activation opportunities for our clients."

The Audience Hub is powered by Optable, and is launching with Experian as an initial third-party data partner. Marketers can build custom audiences and then activate those audiences within Unity's mobile app and game inventory—and beyond on channels like CTV, through a partnership with Roku.

"Experian's 2,400+ audiences help brands precisely identify and engage the high-value gaming audiences that

power Unity's ecosystem," said Crystal Jacques, Vice President of Enterprise Partnerships at Experian. "By integrating our audience insights with the Unity Audience Hub, marketers can refine their user acquisition strategies, reach targeted audiences across mobile, web, and CTV, and drive performance—all in a privacy-first manner."

"Roku is thrilled to partner with Unity to unlock more performance efficiencies for advertisers," said Lindsay Pullins, Director, Head of Business Development & Partnerships, Commerce and Performance at Roku. "Gaming now commands a large share of consumer time and attention, and Unity understands these audiences. Unity marketers can reach more relevant streamers on Roku, the #1 TV streaming platform in the U.S.*"

"With the Unity Audience Hub we're significantly expanding our offering for programmatic advertisers, giving them a powerful, privacy-first way to understand and reach their audiences like never before," said Alex Blum, COO at Unity. "By combining curated audience insights with enriched targeting, omnichannel reach, and partnerships with industry leaders like Roku and Experian, we're making it easier for brands to maximize performance and drive measurable results across mobile, web, and CTV."

The Unity Audience Hub is now available to marketers in the U.S. and Canada, with global access coming soon.

About Unity

Unity [NYSE: U] offers a suite of tools to create, market, and grow games and interactive experiences across all major platforms from mobile, PC, and console, to extended reality. For more information, visit **Unity.com**.

Forward-Looking Statements

This publication contains "forward-looking statements," as that term is defined under federal securities laws, including, in particular, statements about Unity's plans, strategies and objectives. The words "believe," "may," "will," "estimate," "continue," "intend," "expect," "plan," "project," and similar expressions are intended to identify forward-looking statements. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Further information on these and additional risks that could affect Unity's results is included in our filings with the Securities and Exchange Commission (SEC) which are available on the Unity Investor Relations website. Statements herein speak only as of the date of this release, and Unity assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this publication except as required by law.

*By hours streamed (Hypothesis Group: Dec 2024)

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