HOW TO SET CPM RE-IMPRESSION OPTION?



GLOSSARY: Frequency Cap, Impression, Re-impression, Display rate.

Frequency Cap: Unique user session duration.

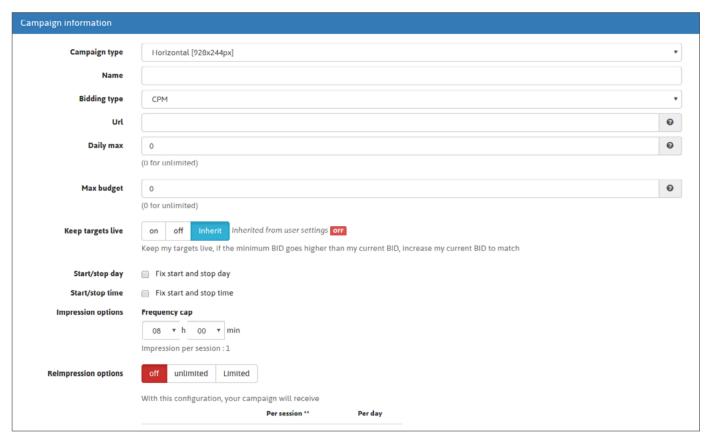
Impression: An ad display. **Re-impression**: An ad re-display.

Display rate: Rate control option for the distribution between several banners / ads.

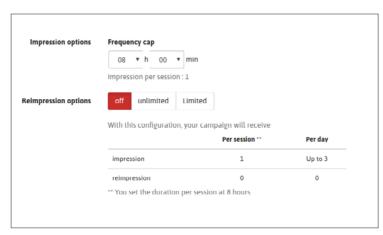
BASIC KNOWLEDGE: The **re-impression system for CPM** campaigns allows you to increase the volume of traffic at a preferential price. By default, a CPM campaign will receive 1 impression per campaign, per unique user and per session (default session / frequency cap is 8H). Using our re-impression system, you can decide to re-display a campaign but at a lower price. You can control the volume of re-impressions and prices. Your CPM campaigns are re-displayed with or without limitation (upon your choice) and are ranked based on your CPM.

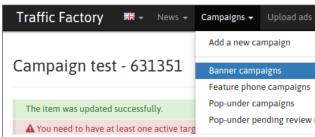
STEP 1: Create or Edit your CPM Campaign

Click here to know how to create a CPM campaign

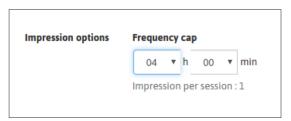


Or edit your existing campaign by clicking on "Campaigns" in the toolbar menu, then go to the campaign type you need (Banner / Feature phone / Pop-under) and choose the campaign you wish to edit.





STEP 2: Set your preferred Frequency Cap



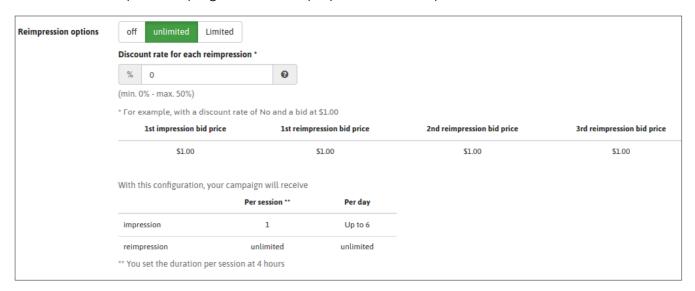
If a frequency cap is set at 4 hours, this means that the campaign can be displayed up to 6 times a day to a unique user. If a unique user comes once in the morning and once in the evening, this will equate to 2 displays.

STEP 3: Set your Re-impression option

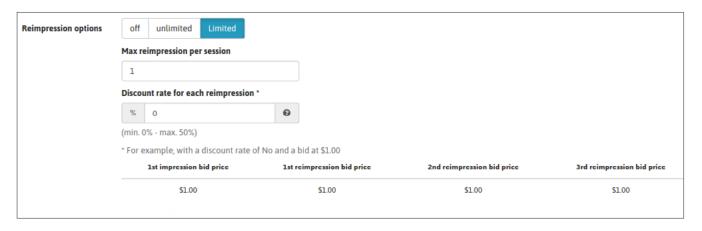
OFF means you don't want your campaign to be re-displayed, so no re-impression

Reimpression options	off unlimited Li	mited	
	With this configuration, your campaign will receive		
		Per session **	Per day
	impression	1	Up to 6
	reimpression	0	0
	** You set the duration pe	r session at 4 hours	

Unlimited means your campaign will be re-displayed as much as possible.

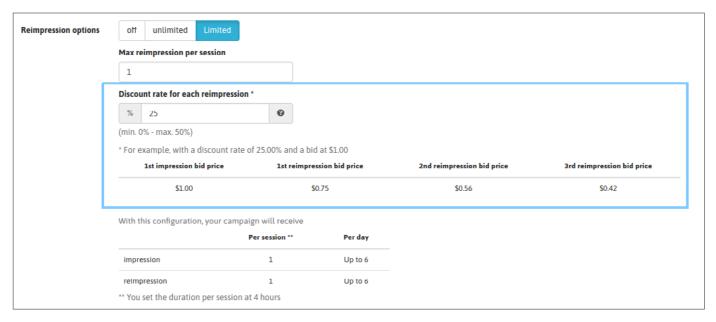


Limited means your campaign will be re-displayed based on your limit.



STEP 4: Set your Discount Rate

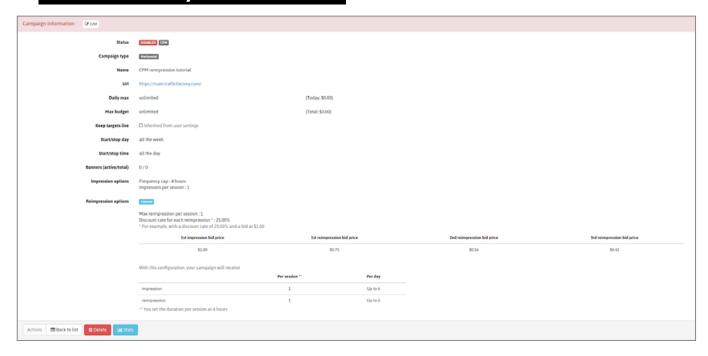
If you choose to be re-displayed (unlimited/limited) you can apply for a discount rate in order to pay less for a re-impression.



Re-impressions will be displayed and ranked based on your CPM.

If you have several banners linked to your campaigns, the distribution of traffic between your banners will respect as much as possible your Display Rate. Make sure to avoid getting banners with an unrated Display Rate. If needed, check-out here how to set a display rate option

STEP 5: Save your selection



Activate your campaign whenever you're ready. You can also do this with an active campaign



