



CPC RE-IMPRESSION SYSTEM

The **re-impression system for CPC** campaigns is automatically set. There is no option to allow you to control the volume of re-impression nor re-impression prices.

Your CPC campaigns are always re-displayed without limitation and are ranked based on your eCPM.

CPC RE-IMPRESSION SYSTEM

The **re-impression system for CPM** campaigns allows you to increase the volume of traffic at a preferred price. By default, a CPM campaign will receive 1 impression per campaign, per unique user and per session (default session / frequency cap is 8H). Then with our re-impression system, you can decide to display again your campaign at a lower price. You can control the volume of re-impression and prices.

Your CPM campaigns are re-displayed with or without limitation (upon your selection) and are ranked based on your CPM.

