

What is a display rate?

A display rate is a feature used to determine the distribution of impressions between each banner of the campaign. If you don't set a different display rate to your banners, our system will automatically set it with an equal percentage between all banners. This can be changed anytime.

| Status | Name | Preview | Size of the banner | Display rate | Banner stats for this campaign | | | Global banner stats | | | Campaigns | Date | Actions |
|--------|----------------|---------|--------------------|--|--------------------------------|--------|----------|---------------------|--------|----------|-----------|--------------------------|---|
| | | | | | Impressions | Clicks | CTR | Impressions | Clicks | CTR | | | |
| ACTIVE | banner example | | 338x235 | <input checked="" type="checkbox"/> 30% | 0 | 0 | 0.0000 % | 0 | 0 | 0.0000 % | 2 | February 9, 2018 9:05 AM | Banner stats for this campaign Show Unlink Actions |
| ACTIVE | hola w | | 338x235 | <input checked="" type="checkbox"/> Not set (-70%) | 0 | 0 | 0.0000 % | 0 | 0 | 0.0000 % | 1 | February 9, 2018 9:14 AM | Banner stats for this campaign Show Unlink Actions |

For example: if you have 2 banners in one campaign, you can have a 30:70 ratio and they will be displayed in such a ratio of 30:70. If you do not set the display rate for your 2 banners, the system will automatically set this at a 50:50 ratio.

How to set it up

Create a CPM campaign with more than ONE banner.

| Status | Name | Preview | Size of the banner | Display rate | Banner stats for this campaign | | | Global banner stats | | | Campaigns | Date | Actions |
|--------|----------------|---------|--------------------|--|--------------------------------|--------|----------|---------------------|--------|----------|-----------|--------------------------|---|
| | | | | | Impressions | Clicks | CTR | Impressions | Clicks | CTR | | | |
| ACTIVE | banner example | | 338x235 | <input checked="" type="checkbox"/> Not set (-50%) | 0 | 0 | 0.0000 % | 0 | 0 | 0.0000 % | 2 | February 9, 2018 9:05 AM | Banner stats for this campaign Show Unlink Actions |
| ACTIVE | hola w | | 338x235 | <input checked="" type="checkbox"/> Not set (-50%) | 0 | 0 | 0.0000 % | 0 | 0 | 0.0000 % | 1 | February 9, 2018 9:14 AM | Banner stats for this campaign Show Unlink Actions |

Display rates are set by default.

| Status | Name | Preview | Size of the banner | Display rate | Banner stats for this campaign | | | Global banner stats | | | Campaigns | Date | Actions |
|--------|----------------|---------|--------------------|--|--------------------------------|--------|----------|---------------------|--------|----------|-----------|--------------------------|---|
| | | | | | Impressions | Clicks | CTR | Impressions | Clicks | CTR | | | |
| ACTIVE | banner example | | 338x235 | <input checked="" type="checkbox"/> Not set (-50%) | 0 | 0 | 0.0000 % | 0 | 0 | 0.0000 % | 2 | February 9, 2018 9:05 AM | Banner stats for this campaign Show Unlink Actions |
| ACTIVE | hola w | | 338x235 | <input checked="" type="checkbox"/> Not set (-50%) | 0 | 0 | 0.0000 % | 0 | 0 | 0.0000 % | 1 | February 9, 2018 9:14 AM | Banner stats for this campaign Show Unlink Actions |

You can set your personal display rates by clicking on the button „not set“

Edit banner ✕

Display rate for banner example: 30

Banners with no rate set are sharing remaining displays

In the modal box, you can type your desired display rate or use the slider. Confirm by click **“Submit”** button.