

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

Por exemplo: se você tem 2 banners em uma campanha, você pode ter uma proporção de 30:70 e eles serão exibidos na proporção de 30: 70. Se você não definir a taxa de exibição para seus 2 banners, o sistema irá automaticamente definir essa proporção 50:50.

CONFIGURANDO

Crie uma campanha de CPM com mais de um 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

As taxas de exibição são definidas por padrão.

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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

Você pode definir suas taxas de exibição pessoais clicando no botão “não definido” .

Edit banner ✕

Display rate for banner example: 30

Banners with no rate set are sharing remaining displays

Na caixa modal, você pode digitar a taxa de exibição desejada ou usar o controle deslizante. Para confirmar, clique no botão “Submeter” .