

什么是展示百分比

展示百分比是用來確定廣告系列每個橫幅之間的展示次數的功能。如果您沒有設置橫幅顯示率，我們的系統會自動在所有橫幅之間設置相同的百分比，但是您可以隨時更改。

Linked banners													
2 results													
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

例如: 如果您的廣告系列里有2個橫幅, 您可以設定一個30:70的展示比率, 之後在展示橫幅時, 廣告系列會使用30:70的比率展示這2個橫幅。如果您沒有為2個橫幅設置展示比率, 系統默認將會把比率設置為50:50。

如何设置

創建一個包含多個橫幅的CPM廣告系列。

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2 results													
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

展示百分比為默認設置

Linked banners													
2 results													
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
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您可以通過單擊“未設置”按鈕來設置百分比

Edit banner ✕

Display rate for banner example: 30

Banners with no rate set are sharing remaining displays

在框中，您可以鍵入所需的展示百分比或使用滑塊。單擊“提交”按鈕確認。