



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](#)

Campaign information

Campaign type

Name

Bidding type

Url

Daily max (0 for unlimited)

Max budget (0 for unlimited)

Keep targets live on off inherit *Inherited from user settings **off***
 Keep my targets live, if the minimum BID goes higher than my current BID, increase my current BID to match

Start/stop day Fix start and stop day

Start/stop time Fix start and stop time

Impression options
Frequency cap
 h min
 Impression per session : 1

Reimpression options off unlimited Limited

With this configuration, your campaign will receive

	Per session **	Per day
impression	1	Up to 3
reimpression	0	0

** You set the duration per session at 8 hours

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.

Impression options
Frequency cap
 h min
 Impression per session : 1

Reimpression options off unlimited Limited

With this configuration, your campaign will receive

	Per session **	Per day
impression	1	Up to 3
reimpression	0	0

** You set the duration per session at 8 hours

Traffic Factory News Campaigns Upload ads

Campaign test - 631351

The item was updated successfully.

⚠ You need to have at least one active targ

- Add a new campaign
- Banner campaigns
- Feature phone campaigns
- Pop-under campaigns
- Pop-under pending review

STEP 2: Set your preferred Frequency Cap

Impression options **Frequency cap**

04 h 00 min

Impression per session : 1

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 Limited

With this configuration, your campaign will receive

	Per session **	Per day
impression	1	Up to 6
reimpression	0	0

** You set the duration per session at 4 hours

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

Reimpression options off **unlimited** Limited

Discount rate for each reimpression *

% 0 ⓘ

(min. 0% - max. 50%)

* For example, with a discount rate of No and a bid at \$1.00

1st impression bid price	1st reimpression bid price	2nd reimpression bid price	3rd reimpression bid price
\$1.00	\$1.00	\$1.00	\$1.00

With this configuration, your campaign will receive

	Per session **	Per day
impression	1	Up to 6
reimpression	unlimited	unlimited

** You set the duration per session at 4 hours

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

Reimpression options off unlimited **Limited**

Max reimpression per session

1

Discount rate for each reimpression *

% 0 ⓘ

(min. 0% - max. 50%)

* For example, with a discount rate of No and a bid at \$1.00

1st impression bid price	1st reimpression bid price	2nd reimpression bid price	3rd reimpression bid price
\$1.00	\$1.00	\$1.00	\$1.00

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.

Reimpression options: off unlimited Limited

Max reimpression per session:

Discount rate for each reimpression *
 % (min. 0% - max. 50%)

* For example, with a discount rate of 25.00% and a bid at \$1.00

1st impression bid price	1st reimpression bid price	2nd reimpression bid price	3rd reimpression bid price
\$1.00	\$0.75	\$0.56	\$0.42

With this configuration, your campaign will receive

	Per session **	Per day
impression	1	Up to 6
reimpression	1	Up to 6

** You set the duration per session at 4 hours

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

Campaigns information edit

Status: **ENABLED** live

Campaign type: **Horizontal**

Name: CPM reimpression tutorial

Url: <https://main.trafficfactory.com/>

Daily max: unlimited (Today: \$0.00)

Max budget: unlimited (Total: \$0.00)

Keep targets live: inherited from user settings

Start/stop day: all the week

Start/stop time: all the day

Banners (active/total): 0 / 0

Impression options: Frequency cap: 4 hours
Impression per session: 1

Reimpression options: **Limited**

Max reimpression per session: 1
Discount rate for each reimpression *: 25.00%
* For example, with a discount rate of 25.00% and a bid at \$1.00

1st impression bid price	1st reimpression bid price	2nd reimpression bid price	3rd reimpression bid price
\$1.00	\$0.75	\$0.56	\$0.42

With this configuration, your campaign will receive

	Per session **	Per day
impression	1	Up to 6
reimpression	1	Up to 6

** You set the duration per session at 4 hours

Actions:

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