

名词解释： 频次上限，展示，再次展示，展示频率。

频次上限(Frequency Cap)： 為每個獨立IP訪客展示廣告的頻率上限

展示(Impression)： 一次广告展示

再次展示(Re-impression)： 广告再次展示

展示率： 分配多个横幅/广告之间展示频率的选项。

基础知识： 再展示系统如何运作？CPM广告系列的再展示系统允许您以希望的价格增加流量。在默认情况下，对于每个CPM广告系列，每個獨立訪客在每个时间段，将获得1次展示（默认时间段/频次上限为8小時）。然后，通过我们的再展示系统，您可以决定以较低的价格再次展示您的广告。您可以控制再展示和价格的数量。您的CPM广告系列会重新显示，无论是否有限制（根据您的选择），并根据您的CPM进行排名。

第1步：创建或修改CPM广告系列

点击此处了解如何建立CPM广告系列：[\[链接\]](#)

Campaign information

Campaign type Horizontal [928x244px]

Name

Bidding type CPM

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

或者通过点击工具栏菜单中的“广告系列”来修改现有广告系列，然后转到所需的广告系列类型（横幅/功能型手机/弹出广告），然后选择要修改的广告系列。

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

第2步：设置您希望的展示频次上限

Impression options **Frequency cap**

04 h 00 min

Impression per session : 1

如果将频率上限设置为4小时，则表示广告在一天24小时内最多可以向一个独立IP的访客展示6次(24除以4)。如果独立IP的访客分别在早上及晚上访问了1次，那么您将有2次显示机会。

第3步：设置再次展示选项

关闭选项(off)意味着您不想再显示广告系列，因此无法再次展示

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

无限选项(Unlimited)意味着您的广告系列将尽可能地再次展示。

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

有限选项(Limited)意味着您的广告系列将根据您的限制再次展示。

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

第4步：设置折扣率

如果您选择了再次显示（无限或有限），您可以使用一个折扣率，以便为再次展示的广告支付更少的费用。

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

系统会根据您的CPM显示再次展示的广告并进行排名。如果您的广告系列中有多个横幅，那么横幅之间的流量分配将尽可能地尊重您的广告展示率。请避免使用带有未评级显示率的横幅广告。如果需要，请在此处查看如何设置显示率选项：[链接]

第5步：保存您的选择

Campaign information [Edit](#)

Status: Enabled CPE

Campaign type: Reimpression

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: [Back to list](#) [Delete](#) [Start](#)

准备好后，请激活您的广告系列。您也可以使用已激活的广告系列来完成此操作。

