

DFP - CPM ADS DELIVERY

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MEASURING IMPRESSIONS

An impression counted only after the initiation of ad retrieval by the publisher. The ad creative is downloaded in the user's device and has begun to load. A separate viewability measurement will determine if the user has viewed the creative.

WHAT IS CPM?

CPM stands for cost per thousand impressions. Ad purchases are made not less than a thousand ad impression. CPM purchases are run via **Standard delivery** priority in DFP.

DELIVERY PHASE

01 **EVENLY**

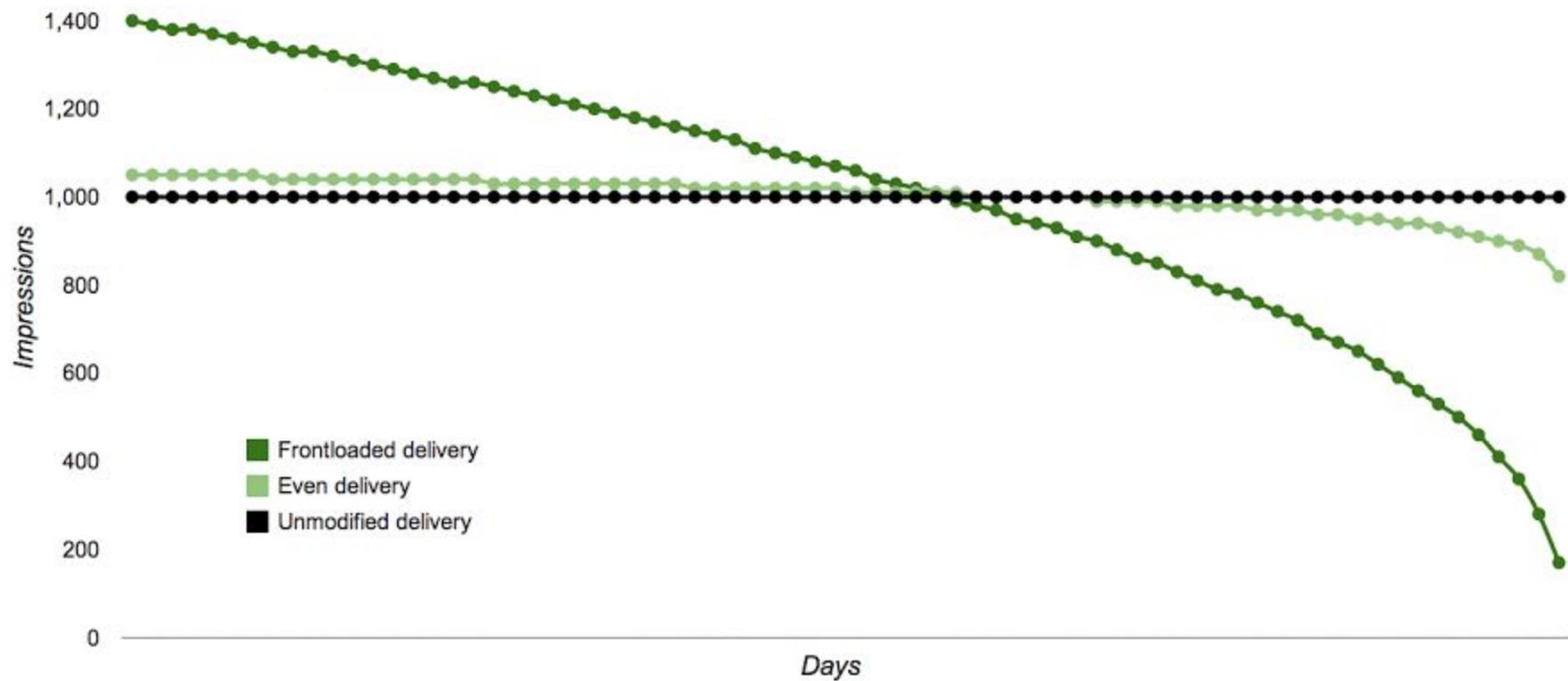
Delivers impressions equally over the course of the campaign.

02 **FRONTLOADED**

Attempts to deliver impressions ahead of schedule by as much as 25% in the first half of the campaign, returns to evenly distributed impressions in the second half.

03 **AS FAST AS POSSIBLE**

Delivers up to the impression goal as quickly as possible.



CASE STUDY

Client X wants to purchase **1 million impressions** and run the campaign for at least **one week**.

The publisher's website receives 4 million page view per day.

Notice that the campaign of 1 million impressions can be exhausted within one day. However, since the client wants to run the campaign for one week, DFP will automatically calculate the delivery rate, so the campaign does not run out of impression before the end of the week. Here is a set of calculation that assumes how DFP calculates this.

1. Per day = $1 \text{ million} / 7 \text{ days} = 142,857 \text{ impressions}$
2. Per hour = $142,857 / 24 = 5952 \text{ impressions}$
3. Per minute = $5952 / 60 = 99 \text{ impressions}$
4. Per second = Around 1 impression per second

Based on the publisher's pageview, we can assume there are 46 users on the site every second. This means $1/46$ users will be able to view the ad. DFP will phase out the delivery for the day, and will stop delivering after the goal of 142, 857 impressions is reached.

On the previous slide, we saw the delivery phase of impressions. Based on this, DFP know how many ads to serve for the day, and might vary based on these settings. For example, if front loaded, you may assume for the campaign above that DFP will deliver more that 1 impression per second in the beginning of the week.

FREQUENCY CAP

You can further narrow down the delivery of ads via frequency cap. Frequency capping can be done by time and date, as well as per user.

For example, you can set a frequency cap so that a user will see 10 impressions every 2 weeks. Or, you could set a frequency cap of 1 impression per hour, and a second frequency cap of 3 impressions per day. DFP will enforce both rules: a user can't be served the line item more than once per hour or more than three times per day.

Add additional frequency caps as needed. Combining frequency caps can help you ensure that users do not see the same line item too often.

Frequency capping may not work for a user who has disabled cookies.