



Unique Impressions/Clicks Vs Raw Impressions/ Clicks

Throughout Ad Peeps, several terms are used as they relate to Statistics.

Unique Impressions / Clicks – The summation of visitors (based on user IP Address) that have seen or clicked an ad for the very first time within a 24 hour period.

Raw Impressions / Clicks – The summation of visitors (based on user IP Address) that have seen or clicked an ad more than once within a 24 hour period.

Total Impressions / Clicks – The summation of Unique and Raw Impressions / Clicks. In other words, the total number of times an ad has been viewed or clicked.

Why is this important?

The separation of Unique and Raw Impressions allows both administrators and advertisers to see if a banner is being viewed/clicked by new visitors or if the same visitors are seeing or clicking the same ad repeatedly.

For example, if an advertiser paid for 100 Clicks and the same IP Address clicked the ad 50 times; then you would have 1 Unique Click and 49 Raw Clicks with a total of 50 clicks.

From this, you can clearly see that the same person clicked on the ad 49 times.

Would you want to charge an advertiser for 49 clicks by the same person? You have the option to charge by Total Clicks (without care to repeat clicks, or you can limit by Unique clicks)

This is useful if you wanted to Cap the number of times visitors can see the same ad per day – making it impossible for them to inflate impressions or clicks.

You should make sure however if you use Capping that other ads are eligible to display to prevent blank ads from showing.

Created by:	Version	Date	Revision
Product Support	1.0	07/13/13	Initial Version

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Provide as much detail as possible so we can assist you quickly.