

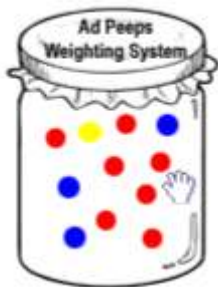
## How-to Weight Ads

An ad weight, also referred to as ad prioritization is the ability to display an ad more or less often than other eligible ads qualified to show.

By default, Ad Peeps will attempt to display ads randomly but fairly evenly giving no preferential treatment to one over another.

Some common reasons to weight ads:

- An ad is more effective than another so you increase the priority to show it more often.
- You would like an ad that has limits based on impressions to be depleted faster.
- You have internal ads mixed with paying sponsors and you want them to be shown at a lesser priority.



Use of the system is easy. Simply imagine Ad Peeps places the ad number all of your eligible ads for display inside a jar; then randomly selects one for display. If you select a high weight, your ad # would be placed in the jar 10 times, 8 med, 6 low, etc. When the system selects an ad to display, the one with the highest number of copies in the jar has the highest probability of being randomly picked. Similarly, if the ad weight was set to low a copy of the ad number would be placed in the jar just once. While the low ad has an opportunity to be selected, because it is so outnumbered the odds are against it from being shown often.

When weighting ads, Ad Peeps does not weight by individual ads but by weight class. Therefore if you have 10 ads and weight 9 to high and 1 to low there will be times when only one ad shows. This is because Ad Peeps is weighting the class (High, Medium, Low) and not the ads themselves.

If you want 5 ads to show at a time at all times, you should have 5 ads set to HIGH and 5 to low. The ads set to high will come up more often than the low because that class is weighted heavier.

To modify the weighting of an ad, Edit Ad Settings of the ad you're attempting to adjust and click the Weighting tab. Then, select the Weight setting you would like.

Configure | Schedule | Expiration | Targeting | Geographical Targeting | **Weighting** | Other | **PREVIEW**



**Ad Weighting (Prioritization):** Increase weighting adjust ad priority based on click-through (CTR)

**Priority:** High Priority  Auto Weighting

- High Priority
- Medium-High
- Medium
- Medium-Low
- Low

### Auto-Weighting

Auto weighting adjust ad priority based on click-through (CTR) performance displaying ad less and less if it doesn't perform well.

Created by:	Version	Date	Revision
Product Support	1.0	09/13/2013	Initial Version
Product Support	1.1	02/20/2014	Clarification of docs

### Need additional help?

Contact us at <http://www.adpeeps.com/cis>

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