



## Hosted Solution – Statistics Frequency

In order to deliver the millions of impressions we do daily at lightning speeds, Ad Peeps Hosted utilizes a highly efficient batched statistics system. This simply means when we show *certain* ads of yours, instead of updating the database for instantly we group them together and update the statistics in a batch.

When updating statistics in a batch mode, your ads are delivered 5X faster because the system does not have to update multiple tables right away. In the batch process, the system can update and insert rows much faster by grouping sorting, calculating and grouping the statistics together.

You will not lose any statistics or accuracy. If an impression was recorded at 3 PM, and updated at 4 PM, your statistics will reflect 3 PM in your Control Panel.

After displaying your advertisement, Ad Peeps will determine based on pre-defined rules if the impression should be recorded to the database instantly or if it can be processed with a group of other impressions (the batch).

Here is how our rules engine decides:

Scenario	Real-Time Update	Batch Eligible
Ads with no expiration date		X
Ads with expiration based on DATE		X
Frequency Limits / Daily Capping Enabled (Regardless of Expiration)	X	
Expiration by impressions (less than 70% served)		X
Expiration by impressions (more than 70% served)	X	
Click Tracking	X	

*Statistics that are batched can take up to an hour – but that’s rare. We generally update statistics every 10-15 minutes (up to 4 times per hour).*

Created by:	Version	Date	Revision
Product Support	1.0	9/25/13	Initial Version

## Need additional help?

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