Configure Frequency Caps and View Limits

Banners & Delivery · https://support.jansma.vip/docs/jansma-vip-ads/banners-delivery/configure-frequency-caps-and-view-limits/

Frequency capping limits how often an eligible banner can be shown to a visitor within supported measurement conditions. It reduces excessive repetition; it does not guarantee that the cap will be reached.

Common controls

- **Total view limit:** the maximum supported number of banner impressions for a visitor across sessions.
- **Per-session limit:** the maximum during one session.
- **Reset period:** the interval after which eligible counters can start again.

Plan campaign and banner caps together

A campaign-level cap applies across its banners. If the campaign reaches its limit first, an individual banner may never reach its own cap. For example, a campaign cap shared by several equally weighted banners restricts the total opportunity before each banner’s separate maximum becomes relevant.

Configuration checklist

1. Define the business objective and the period it covers.
2. Choose the campaign-level limit first.
3. Add banner-level limits only when individual creative exposure also matters.
4. Confirm the reset interval and account time zone.
5. Monitor unique reach and total delivery using the available reports.

Consent state, browser storage limits and cross-device use can affect how visitor-level controls are measured. Treat a frequency cap as a delivery safeguard, not as a universal identity mechanism. Avoid excessively restrictive caps that make a campaign structurally unable to meet its objective.