

Auto Delivery Limits

To see the current delivery limit, fill in a to reach impressions value in the booking. Otherwise, the actual delivery limit for the booking will not be displayed.

When *Auto* is selected as the delivery method, the *Auto delivery limits* will be visible.

How

Delivery method *	<input type="text" value="auto"/>
	<input checked="" type="checkbox"/> Auto delivery limits
Pacing options *	<input type="text" value="even"/>
To reach	<input type="text" value="1.000.000"/>
Unit *	<input type="text" value="impressions"/>

Selecting this option will grey out and deactivate the option to set a *Delivery limit* :

Where

Position *

FREEDOM
EAGLE
position_test billboard (970 * 250)

When

Start and enddate don't describe the start and enddate on which the booking runs, but the start and enddate of the publication where the booking is located; the booking is shown 7 days before and 31 days after these dates.

From *

11/11/2025



00:00:00

Until *

28/11/2025



23:59:59

Set day(s) online *

Mon Tue Wed Thu Fri Sat Sun

Hours/day

00:00:00 - 23:59:59

How

Delivery method *

auto

Auto delivery limits

Pacing options *

even

User frequency cap

[Add user frequency cap...](#)

Delivery limit

Daily 83334 Impressions

Targeting

Age

8 - 24

Gender

[Add gender](#)

Auto Delivery Limits is a smarter delivery limit system. Rather than imposing a fixed daily or hourly cap, it recalculates the limit regularly to ensure bookings are delivered in line with the chosen pacing option, helping to ensure the set goal is reached. If a booking falls behind its target, the limit increases; if it is being delivered too quickly, the limit decreases. In effect, it eliminates delivery peaks while maintaining the set booking goals.

The calculation of the Auto delivery limit is done on a daily basis.

Revision #10

Created 14 November 2025 12:34:25 by Casper Steuperaert

Updated 17 March 2026 14:08:58 by Ron Van Maanen