

Delivery Distribution

With campaigns and bookings set using the **AUTO** delivery method, deliveries will be evenly distributed throughout the period.

It is recommended that this default setting be adjusted in most cases. If you wish for a campaign or booking to deliver more in the first half of the period (frontloading), we can adapt the `deliveryDistributionParameter`. This setting is not available in the UI but can be configured by the Adhese Support department.

Here is an example of an uneven distribution: When the `deliveryDistributionParameter` is set to 0.5, 62.5% of the volume will be delivered in the first half of the period and 37.5% in the last half.

The `deliveryDistributionParameter` can be set between 0 and 1 (to deliver x% in the first half, $\text{parameter} = 4 * (x-50\%)/100$)

You can calculate the value in the attachment.

[Delivery Parameter Calculator.xlsx](#)

Revision #5

Created 4 June 2024 12:21:22 by Casper Steuperaert

Updated 1 August 2025 08:07:10 by Kim Van Crombrugge