

System-wide over-delivery

An over-delivery percentage can be configured. For example, if set to 2%, each campaign will deliver 2% more impressions than initially booked. An over-delivery percentage is applied to prevent minimal under-delivery of third-party ads in the event of reporting discrepancies

Don't hesitate to contact support if you want to increase or decrease your system-wide over-delivery percentage.

The default overdelivery value is 5%

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