

# Ad Impressions

Resources about the ad impressions metric, which measures how many times an ad placed on a website was viewed by potential site visitors (only some of whom actually click the ad and visit the advertising website).

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Below we have compiled publicly available sources from around the world that present views on Ad Impressions.

## Perspectives on Ad Impressions

### Ready to see behavioral analytics in action?

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- [We Need A New Way To Define Ad Impressions](#)  
businessinsider.com
- [Gross Impression and Unique Impression 2017](#)  
www.adspeed.com
- [The Definition Of An Ad Impression](#)  
mediapost.com
- [Advertising Glossary: Pageviews vs Impressions](#)  
web.blogads.com
- [What is an Ad Impression](#)  
chrisheisel.com
- [Impression](#)  
cpm.wiki

## Tools

- [Optimizely: Optimize Digital Experiences for Your Customers](#)  
optimizely.com

## Further Reading

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