

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

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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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