

Campaign Limits and Capping

Summary

Use campaign limits to control your budget and traffic volume. DAO.AD allows you to configure daily and total limits for clicks, impressions, and campaign spend.

Before You Begin

- Role: Advertiser
- Estimated time: ~2 minutes

Steps

1. Locate the **Limits** section at the bottom of the page.
2. Available settings:
 - Frequency Capping - controls how many times a unique user can see your push advertisement within 24 hours;
 - Limit on charge - total budget for this ad campaign
 - Limit on shows - maximum number of impressions for this campaign
 - Limit on clicks - total clicks for this ad campaign

Limits

Frequency Capping:	1
Limit on charge:	no limits
Limit on shows:	no limits
Limit on clicks:	no limits

Information: We recommend setting limits slightly higher than your target values. Push notifications may still generate impressions or clicks after delivery has already been initiated

3. The following daily limits can be configured:
 - Limit on charge - total budget for this ad campaign

- Limit on shows - total impressions for this ad campaign
- Limit on clicks - total clicks for this ad campaign

Feature: You can also configure click and budget limits for individual traffic sources.

Troubleshooting

Issue: campaign spend exceeded the configured budget

Solution:

- Push notifications are not always delivered instantly. Users may still generate impressions or clicks after a campaign limit has been reached. For this reason, small budget or traffic overruns may occasionally occur.

Verification

After saving the campaign, the configured limits are applied immediately.

Related

- [Traffic volume and bid recommendations](#)
- [Micro-bidding Tool](#)
- [Automatic Rules for Blacklisting](#)
- [Targeting by operating system](#)
- [Targeting by traffic quality and category](#)

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