Simulation results of the in\_view rate sample size determination

We used 10/06/2013 that day’s traffic as an example to do the analysis and simulation.

On that day, we have 57,588 ad\_units, and 22,073 of them have impressions. Total number of impressions on that day is 482,380,815. I.e., when we do the simulations to get samples from the whole market, we only sample from the ad\_unit with impressions.

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| --- | --- | --- | --- | --- | --- | --- |
| % impressions sampled | # ad\_units sampled | %ad\_units sampled | Total impressions from the sampled ad\_units | %Total impressions | Total impressions achieved the goal | %Total impressions |
| 1% | 14811 | 67% | 482,193,145 | 99.96% | 388,183,958 | 80.47% |
| 1.5% | 15561 | 70% | 482,263,950 | 99.97% | 411,339,221 | 85.27% |
| 2% | 16066 | 72% | 482,296,085 | 99.98% | 425,218,609 | 88.81% |
| 2.5% | 16469 | 74% | 482,313,231 | 99.98% | 434,838,611 | 90.14% |
| 3% | 16776 | 76% | 482,325,303 | 99.99% | 442,229,840 | 91.67% |
| 3.5% | 17011 | 77% | 482,335,345 | 99.99% | 446,823,252 | 92.63% |
| 4% | 17216 | 78% | 482,339,886 | 99.99% | 451,013,773 | 93.49% |
| 4.5% | 17462 | 79% | 482,345,666 | 99.99% | 454,312,582 | 94.18% |
| 5% | 17650 | 80% | 482,350,113 | 99.99% | 456,858,139 | 94.71% |