fc	cvr	(cumulative) cvr	convs	cpa	roi
1	0.0000	0.0000	0	-	0.00
2	0.0150	0.0150	3	667	**1.50**
3	0.0067	**0.0167**	2	**600**	1.25
4	0.0025	0.0150	1	667	1.00
5	0.0020	0.0140	1	714	0.88
6	0.0000	0.0117	0	857	0.70
7	0.0000	0.0100	0	1000	0.58

Table 1: The comparison of different metrics against frequency caps (FC). Note *cvr* and *convs* are *fc* specific, i.e. the extra value could be gained by increasing the frequency cap from the previous level to the current one. The *cumulative cvr* is the CVR advertisers use: total conversions divided by total impressions. The *cpa* gives the cost-per-acquisition. The *roi* gives the return-on-investment based on the advertiser's conversion valuation. These values are calculated by assuming there are 100 users; the CPM is fixed at 10; the advertiser's conversion goal is worth 500.