

# Frequency capping: Definition

A feature that limits the number of times your Display or Video ads appear to the same person.

Frequency is the number of times a user sees ads in your Display or Video campaign over a given time period. Frequency capping works differently on Display campaigns and Video campaigns.

For Display campaigns:

- When you set the frequency cap for a Display campaign, you manage the number of [impressions](#) you will allow an individual user to have on the campaign per day, week, or month.
- You can set a frequency cap to manage the number of impressions on the campaign, ad group, or ad.
- Third-party cookies are used by default, but if those are not available then first-party cookies are used to approximate impressions.

For Video campaigns:

- When you set the frequency cap for a Video campaign, you set a limit for the number of [impressions](#) and/or [views](#) you will allow an individual user to have on videos in the campaign per day, week, month or any combination. Frequency caps for Video campaigns apply to signed in users, or to devices if the user is signed out. They can only be set on the campaign level
- Within the Video campaign itself, all ad formats (in-feed, in-stream, and bumper) contribute to that campaign's frequency cap. Additionally, if the same video content is used in other Video campaigns, only in-stream and bumper ad impressions or views from those other campaigns will count towards the frequency cap of the original campaign. When a user reaches this cap, Google will stop showing them that specific campaign's ads.

## Related links

- [Measuring reach and frequency](#)
- [Using ad rotation and frequency capping](#)
- [About video ad metrics and reporting](#)

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