

Delivery Distribution

With campaigns and bookings set using the **AUTO** delivery method, deliveries will be evenly distributed throughout the period.

It is recommended that this default setting be adjusted in most cases. If you wish for a campaign or booking to deliver more in the first half of the period (frontloading), we can adapt the deliveryDistributionParameter. This setting is not available in the UI but can be configured by the Adhese Support department.

Here is an example of an uneven distribution: When the deliveryDistributionParameter is set to 0.5, 62.5% of the volume will be delivered in the first half of the period and 37.5% in the last half.

The deliveryDistributionParameter can be set between 0 and 1 (to deliver x% in the first half, $\text{parameter} = 4 * (x - 50\%) / 100$)

You can calculate the value in the attachment.

[Delivery Parameter Calculator.xlsx](#)

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