

# Ad Rotator

Gridinsoft Help Center

## What it is

An ad rotator lets one ad spot "take turns." Each page view (or refresh) shows a different creative from a set, so the same space can test ideas, share inventory, and feel fresh to visitors.

## Why use it

- Keep pages from feeling repetitive
- A/B test headlines, images, and calls-to-action
- Share impressions fairly across partners or campaigns

## How it works

- The page or ad server picks from a creative pool using rules (weights, frequency caps).
- It renders that ad and logs the impression/click.
- On the next view or refresh, it selects another eligible creative.

## Good to know

- Rotation != personalization; consent may be needed for any tracking.
- Too many variants can slow pages and muddy results.
- Avoid swaps after load that cause layout shifts (CLS).

## Quick tips

- Limit variants to what you can meaningfully test.
- Set weights and frequency caps to keep delivery fair.
- Track viewability and CTR-don't judge on clicks alone.
- Refresh filter lists and check for broken tags regularly.