

SCN Education B.V. (Eds)

Hands On  
HOT Topics

# Webvertising

The Ultimate Internet  
Advertising Guide



With Online-Service

# Webvertising

---

The Ultimate Internet Advertising Guide

Edited by SCN Education B.V.



Die Deutsche Bibliothek - CIP-Cataloguing-in-Publication-Data  
A catalogue record for this publication is available from Die Deutsche Bibliothek  
(<http://www.ddb.de>).

---

#### Trademarks

All products and service marks mentioned herein are trademarks of the respective owners mentioned in the articles and or on the website. The publishers cannot attest to the accuracy of the information provided. Use of a term in this book and/or website should not be regarded as affecting the validity of any trademark or service mark.

1st Edition 2000

All rights reserved

© 2000 Friedr. Vieweg & Sohn Verlagsgesellschaft mbH, Braunschweig/Wiesbaden, 2000

Vieweg is a company in the specialist publishing group BertelsmannSpringer.



No part of this publication may be reproduced, stored in a retrieval system or transmitted, mechanical, photocopying or otherwise without prior permission of the copyright holder.

Printing and binding: Lengericher Druckerei, Lengerich  
Printed on acid-free paper  
Printed in Germany

## On-Line Advertising Campaign Measurement

Figure 1

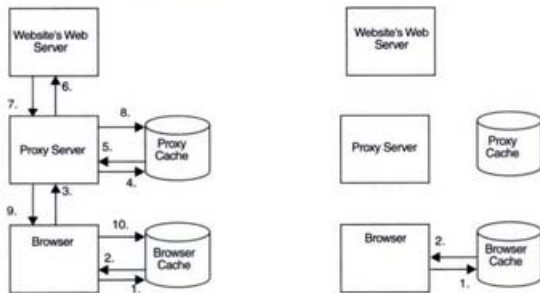
### Browser Caching and Proxy Server Caching: A couple of general scenarios

#### First Time Viewing a Web Page

1. User 1 enters URL into Browser, browser checks to see if page is cached.
2. Since this is the first time in, page is not in browser cache.
3. Browser routes request to the proxy server.
4. Proxy server checks its cache.
5. It's not found in proxy server.
6. Proxy server routes request to the website's webserver.
7. Webserver sends the page HTML back to the proxy server.
8. Proxy server stores page in its cache.
9. Proxy server sends page HTML to browser.
10. Browser renders page and stores page in its cache.

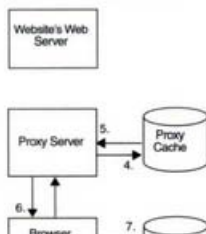
#### An Example of Browser Caching

1. User 1 hits the "Back Button"
2. Browser checks its cache to see if it recognizes the page, or does and so it pulls page from browser cache.



#### Proxy Server Caching

1. User 2 has never been to the website before. Enters the URL into their browser. Browser checks its cache.
2. Since user 2 has never been to the page before, page is not in cache.
3. Browser routes request to proxy server.
4. Proxy server checks its cache.
5. Since the page is in proxy server's cache (user 1's request left it there), page is pulled from PS cache.
6. Proxy server sends page back to the browser.
7. Browser renders the page and stores the page in its cache.



The Net-Net of all of this:  
One page has been counted  
by the webserver; Three  
pages have been seen!!!