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.

Trademarks

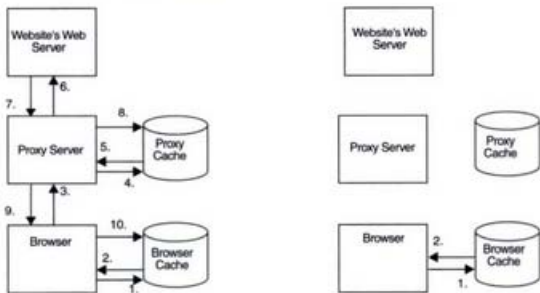# On-Line Advertising Campaign Measurement

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
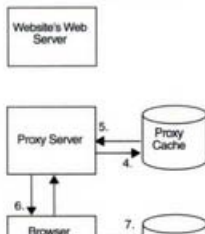10. Browser renders page and stores page in its cache

An Example of Browser Caching

1. User 1 hits the "Back Button"
2. Browser checks its cache to see if it recognizes the page. ot 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 teh 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!!!