Why Am I Still Seeing Impressions After Turning Off or Unpublishing a Campaign?

Last Modified on 06/10/2026 11:03 pm EDT

In some cases, you may notice a small number of impressions logged **after a campaign has been unpublished or turned off, especially if you have a very high-traffic site.** This article explains why that happens, how to prevent it, and what you can do to avoid it.

Why It Happens: Caching and Clock Mismatch

Even after a campaign is turned off and published:

- **~0.02% of users may still see it** . This is due to browser caching or users having incorrectly set system clocks. This is due to a specific setting with the user and outside of the control of Digioh.
- Some browsers cache the campaign JavaScript and do not immediately refresh even after a publish action.
- **Digioh's date-based display conditions** now use the server clock to tackle this issue.

The Solution: Date conditions with server time

To mitigate this, Digioh date conditions (including those via the Precision Targeting app) now rely on **server time**, not the browser's local time. This drastically reduces long-tail impressions and makes targeting more precise.

Learn more:

Target Campaign Displays in a Specific Time Zone

Best Practices for Time-Sensitive Campaigns

To avoid residual impressions:

1. Always Use an End Date

Set an **explicit end date** when launching the campaign. This guarantees it stops serving at the expected time.

> Don't modify the end date after launching. If you need a new time window, **duplicate the campaign** and set new conditions.

2. Should I retroactively add date conditions to all previously closed/unpublished campaigns?

No, adding date conditions *after* the fact won't retroactively prevent impressions for users who've already cached the campaign. Here's why:

- The **0.02% of users** who might still see the campaign are doing so because **they already have a cached version** of the campaign JavaScript.
- That cached version **does not include the new date condition** you add post-unpublish.
- Therefore, **the only way to guarantee zero post-campaign impressions** is to **set a clear end date *before* publishing** the campaign.

If You Still See Post-Campaign Impressions

- **Check if the campaign had a future end date** that was not changed.
- For campaign-critical content (e.g., product releases), use stricter conditions and test in `?boxqamode`.

Summary

Cause	Prevention
Browser caching	Always publish after edits and set expiration
Local clock mismatch	Server-time conditions now resolve this
Changing end date after launch	Avoid modifying live campaign conditions

---

Need Help?

If you're experiencing unexpected impressions after unpublishing a campaign, reach out to support with your Campaign ID and timing details. We're here to help!
