

A 'download' is effectively a read of an Effectiveness Bank analysis or other document recorded as a click on a link to open that document. One person may read a document several times, though within the same 24 hours only one download is counted. All downloads in a chain starting with an Effectiveness Bank document or communication are credited to the Effectiveness Bank; all initiated at a third-party outlet such as a mailing list or news service are credited to that outlet.