

The Revenue Boost You Could Use Right Now—Ad-Blocker Traffic

April 30, 2020



Meet the speaker



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Agenda



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1. Introduction

Revenue in the era of COVID-19



You've read the news.

Newspapers to lose £50m in online ads as firms use coronavirus 'blacklist'

Publishers struggle to make advertising revenue despite record digital readership

- [Coronavirus - latest updates](#)
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Companies Avoid Advertising Next to Coronavirus News

The name of the virus overtakes 'Trump' as the keyword blocked by the most brands, a problem for digital news publishers

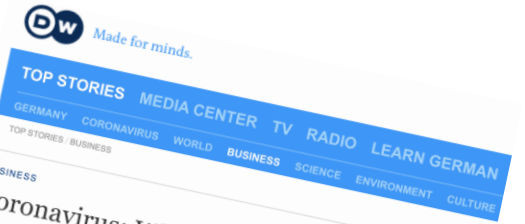
The New York Times

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'A Seismic Shock': Jittery Companies Pull Back on Ads During Pandemic

Blank billboards and canceled online ads signal an industry in crisis as the coronavirus spreads. "There are things happening

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Coronavirus: When using the c-word gets you blacklisted
Some of the world's biggest brands are refusing to put their ads next to content about the coronavirus pandemic. Despite seeing a huge increase in readership, news publishers say they're losing millions of dollars.

EMarketer Lowers Global Ad Spend Forecast Due To Coronavirus – And It Won't Be The Last Time

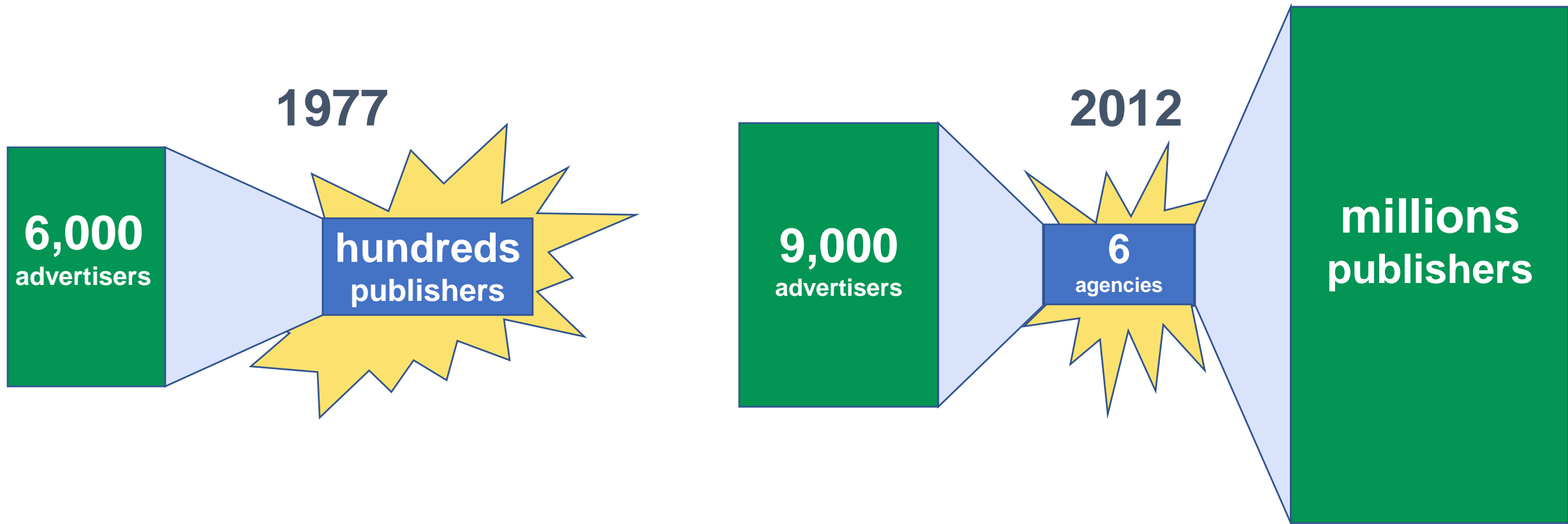


In search for new revenue... ..it's tempting to fall into old habits.

Inserting **more ad slots** into webpages in order to compensate for falling CPMs directly affects your users' experience.

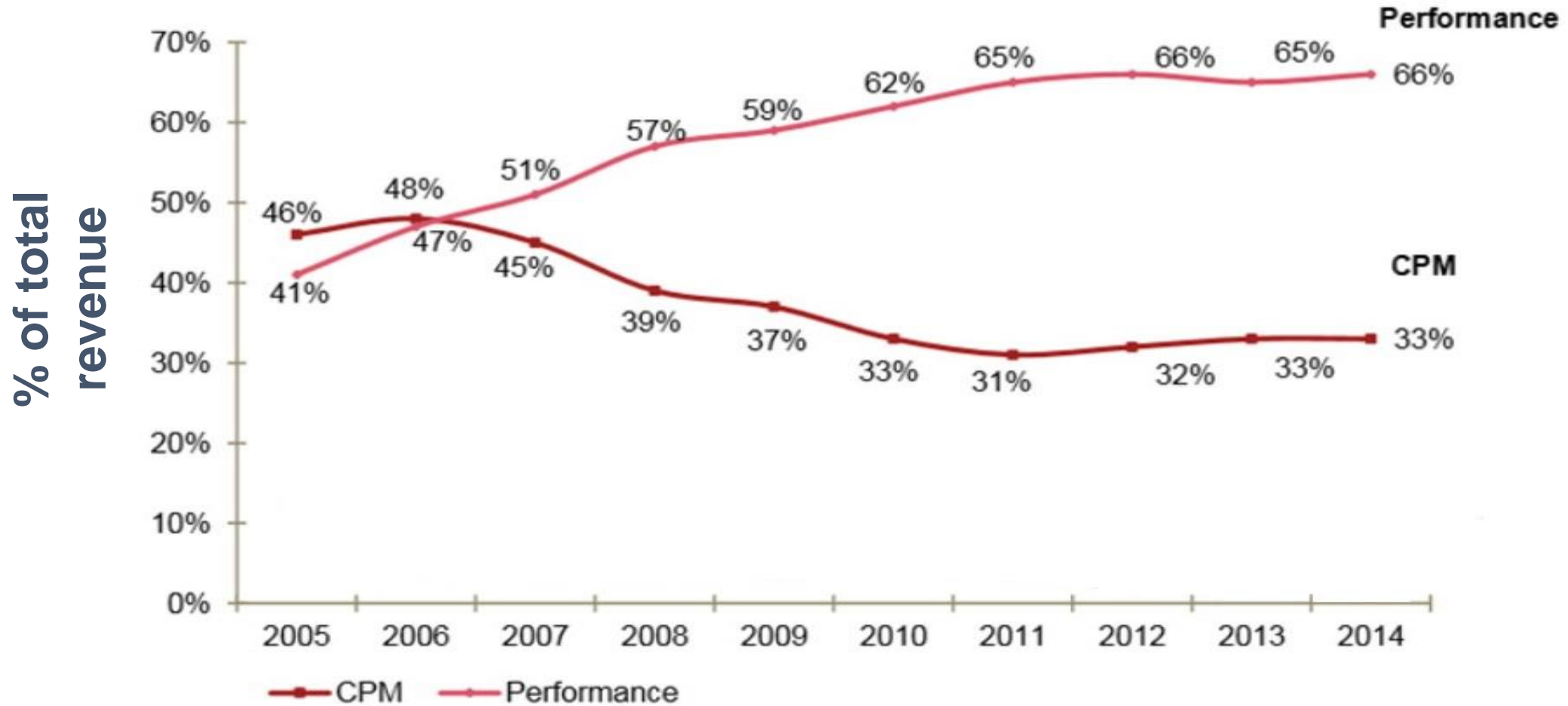
In turn, **more intrusive ad formats** on webpages have a known effect of lowering fill rates and eCPMs even further.

Supply/demand imbalance: the driver of ad blocking



The buyers' move into the driver's seat.

Internet ad revenues by pricing model

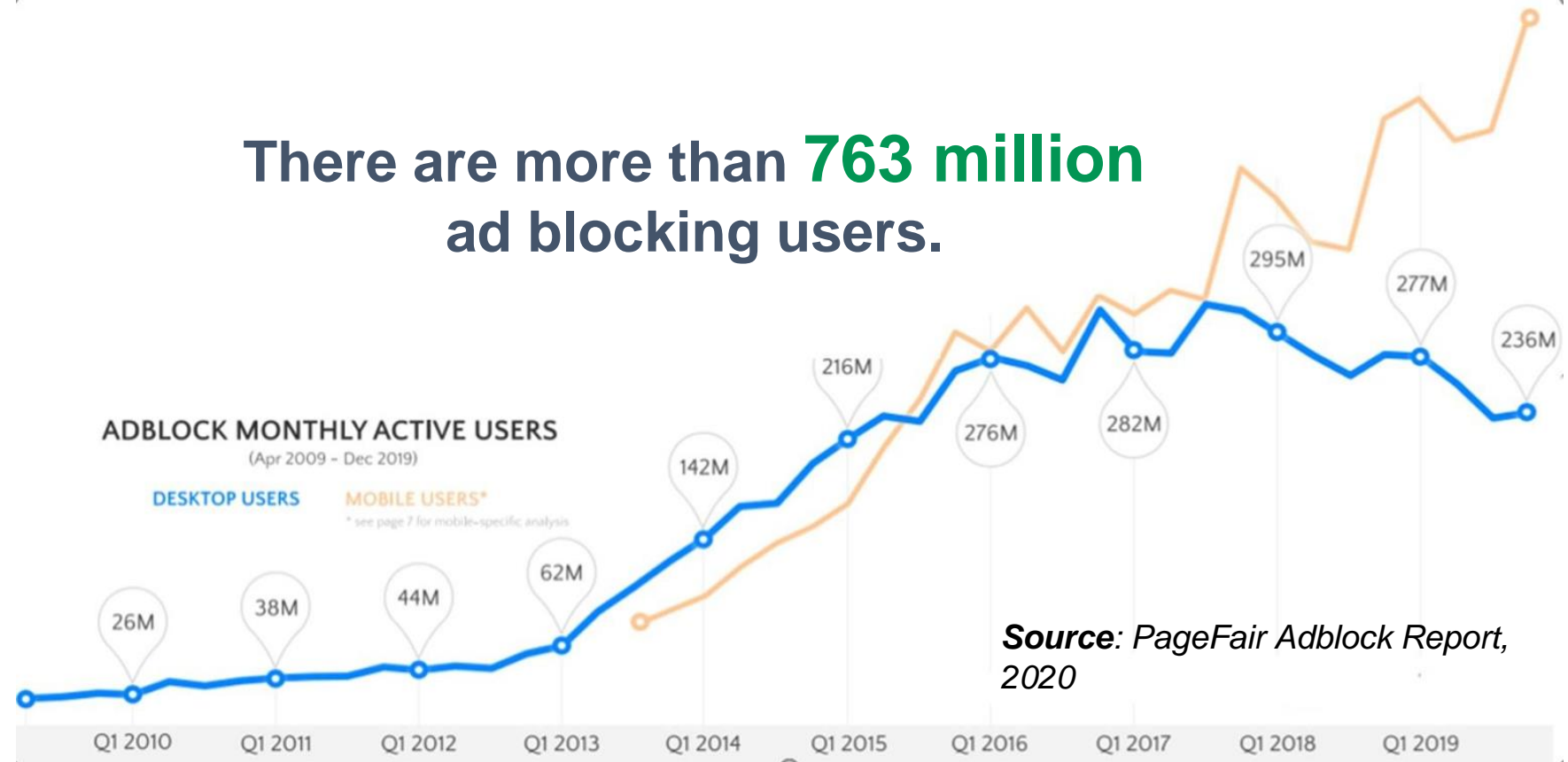


Source: IAB/PwC Internet Ad Revenue Report, FY 2014

The rise of ad blocking: “the greatest boycott in human history.”*

“With the increasing usage of ad blockers, it is expected that online publishers will lose revenue of 35 billion US dollars world-wide by 2020, and the loss has a steady increase at 30% per year.” **

There are more than **763 million** ad blocking users.

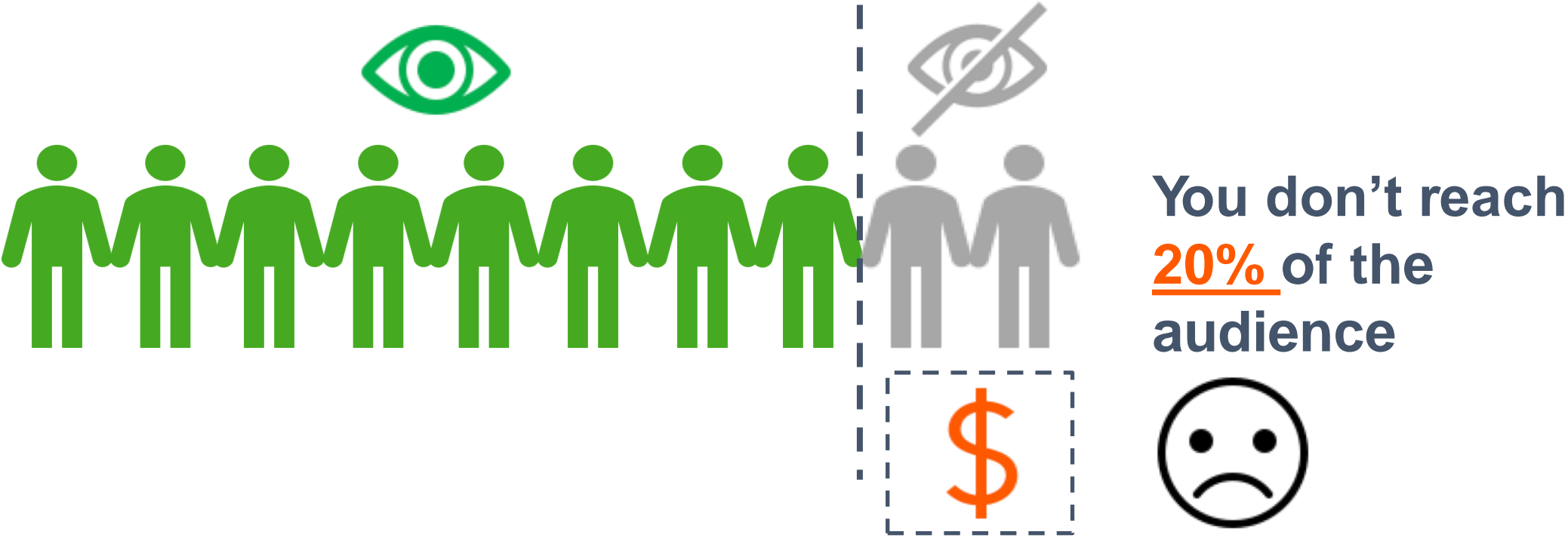


*Source: Feb 2020 - Measuring the Impact of Counter-Ad-blocking Strategies on User Engagement / **New Jersey Institute of Technology & Forbes Media**

** Doc Searls

The problem for publishers?

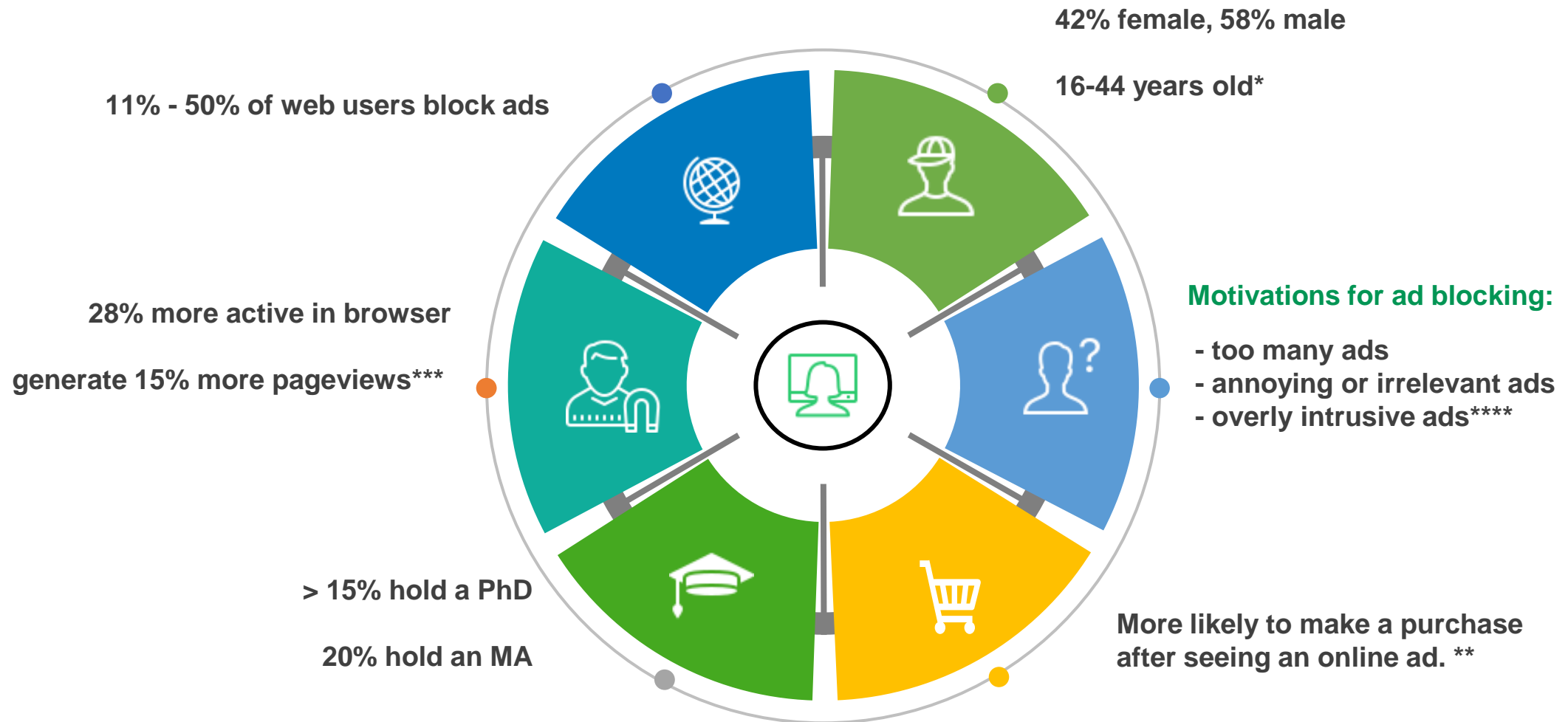
Missing out on the most *valuable* **20%** of users.



2. Who are ad blocking users?



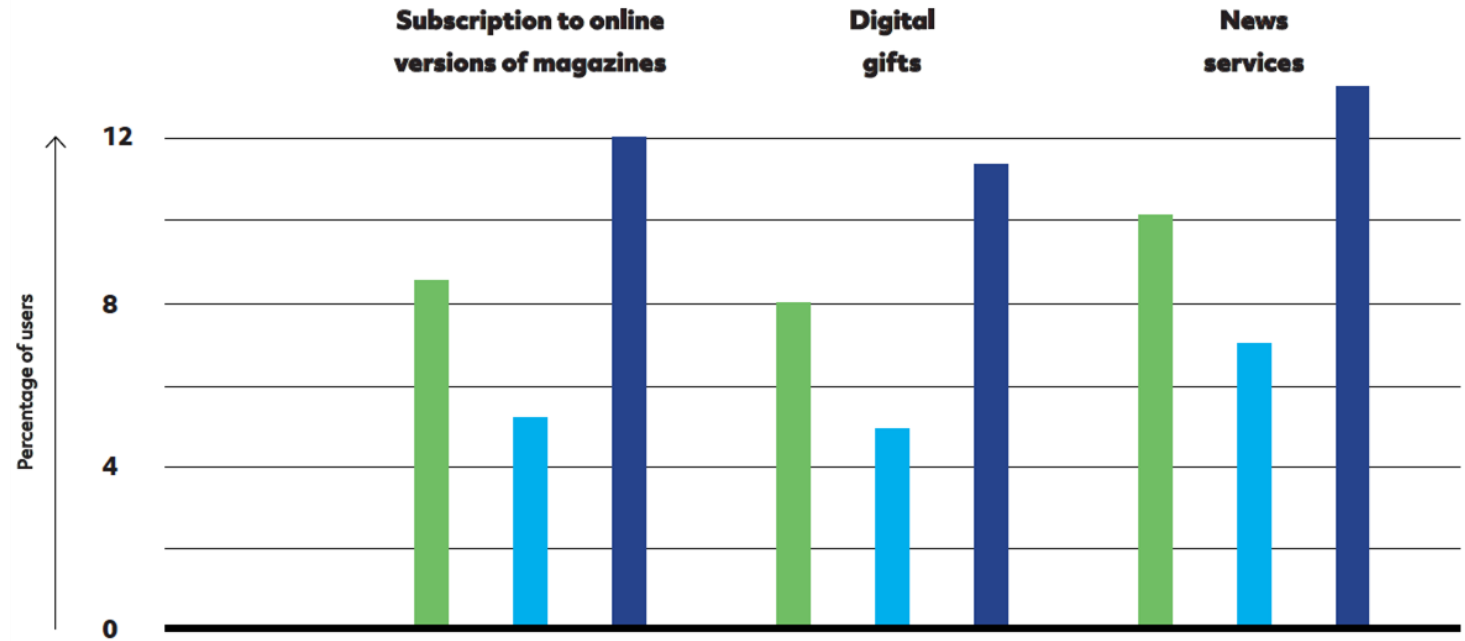
Ad blocking user demographics



Sources: **GlobalWebIndex (Q3 2018)*, ***Deloitte's Technology, Media and Telecommunications Predictions 2018*, ****Mozilla Report* *****YouGov Adblock User Report*

Ad blocking users' digital content purchases:

Digital content purchases in the last month:
 ad blocking users purchase **more digital content** than non-ad blocking users.



- Ad blockers
- Non ad blockers
- Selective ad blockers

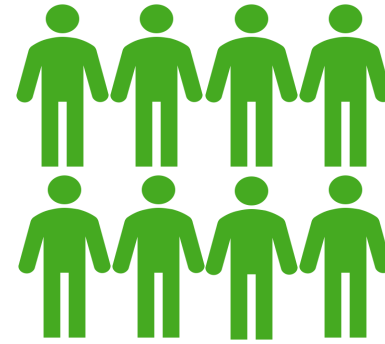
Source: January 2020 - 10 Things You Didn't Know About Ad Blocking Users / AAX and GlobalWebIndex

Ad blocking users' attitude to advertising?



agree with the statement
"I don't hate all ads"

Source: <https://pagefair.com/blog/2017/adblockreport/>



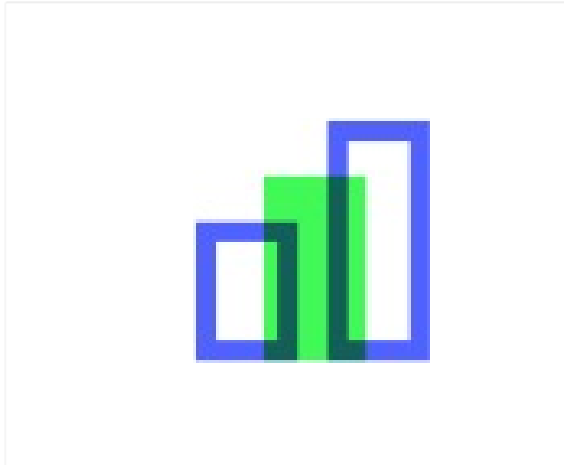
acknowledge the importance
of advertising to a free
internet

Source: <https://research.hubspot.com/why-people-block-ads-and-what-it-means-for-marketers-and-advertisers>

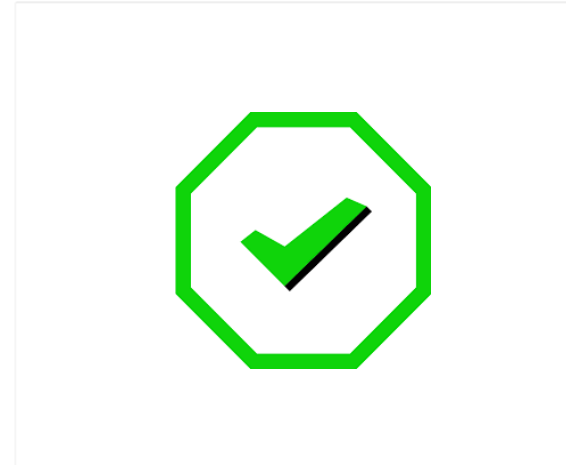
3. Ad blocking monetization and what it means for publishers



What are the leading approaches to monetizing the ad blocking audience?



**“Soft” and “Hard”
Wall approach**



**Acceptable Ads
solution**

Soft and Hard Wall Examples

Q BUSINESS The New York Times

*Robert Khuzami, Prosecutor
in Michael Cohen Case,*

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We see you're using an ad blocker.

We know ads aren't great, but we need the money so we can keep bringing you great blogs. Please consider whitelisting us.

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The AAX solution:

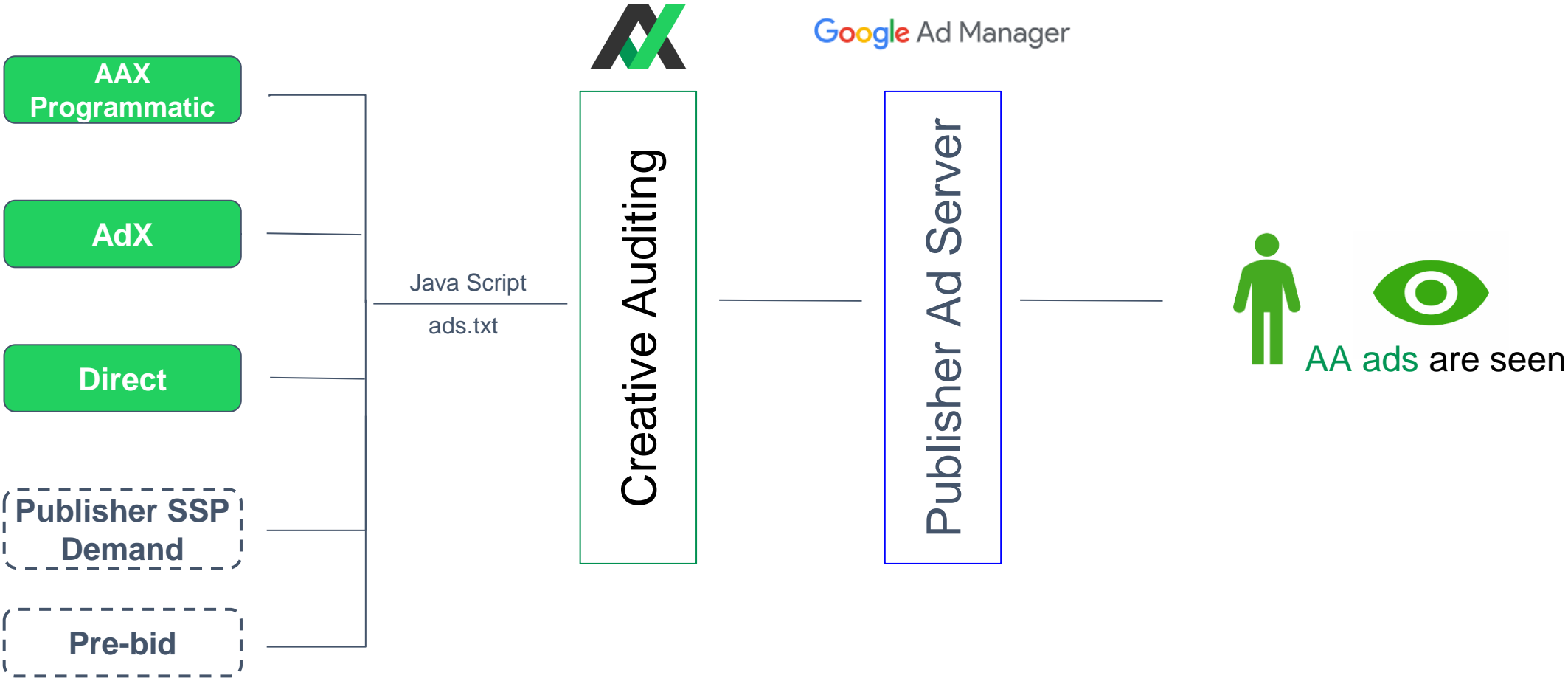


49% of top US publishers were using Acceptable Ads to monetize opted-in ad blocking users

4/5 Comscore-ranked publishers in the US monetize with Acceptable Ads: Verizon, Amazon, Microsoft, and Google (for Search)

Source: 2020 PageFair Adblock Report

Multiple demand sources ensure publisher's yield

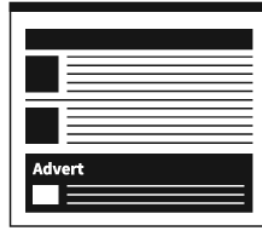
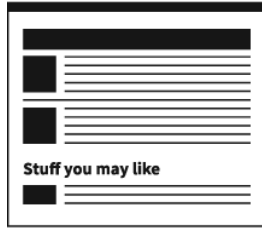


The Acceptable Ads format (acceptableads.com)

no video or animation ads



Placement criteria
Ads cannot obscure the reading flow



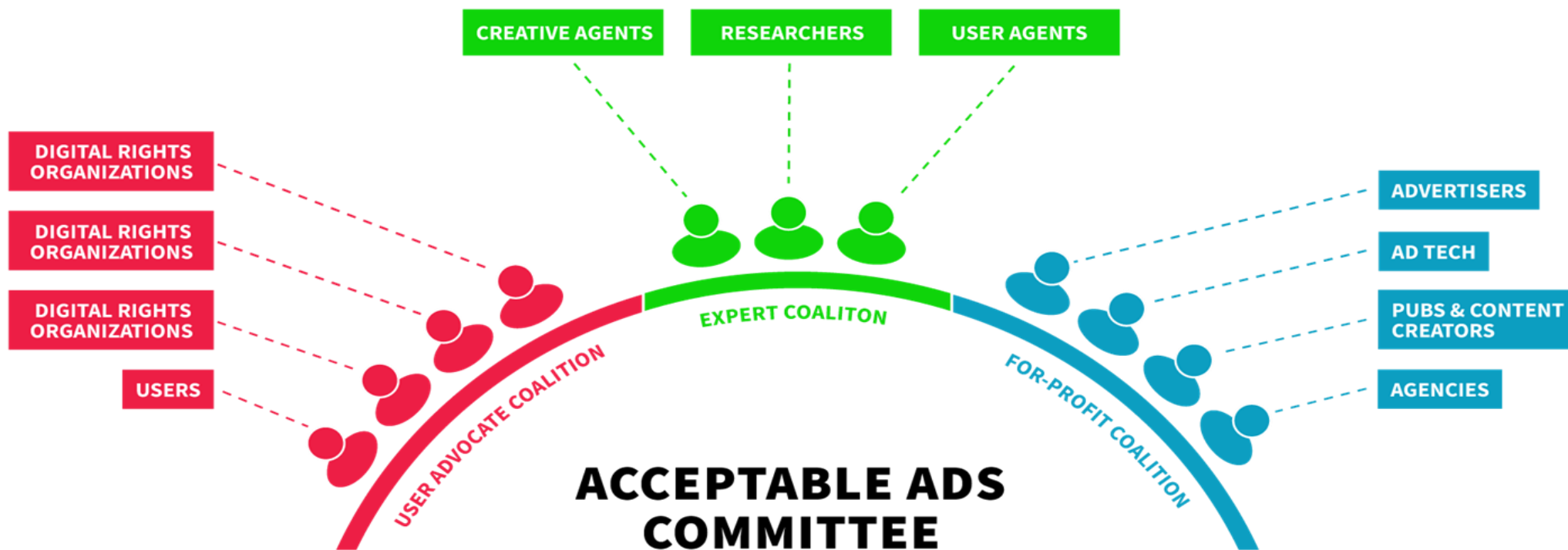
Distinction criteria
Ads need to be clearly labeled as such



Size criteria
Ads are size-restricted

Note: see [AcceptableAds.com](https://acceptableads.com) for more information.

Who define the Acceptable Ads Criteria ? acceptableads.com/committee



WITH Acceptable Ads enabled

forbes.com/#52af5bab2254

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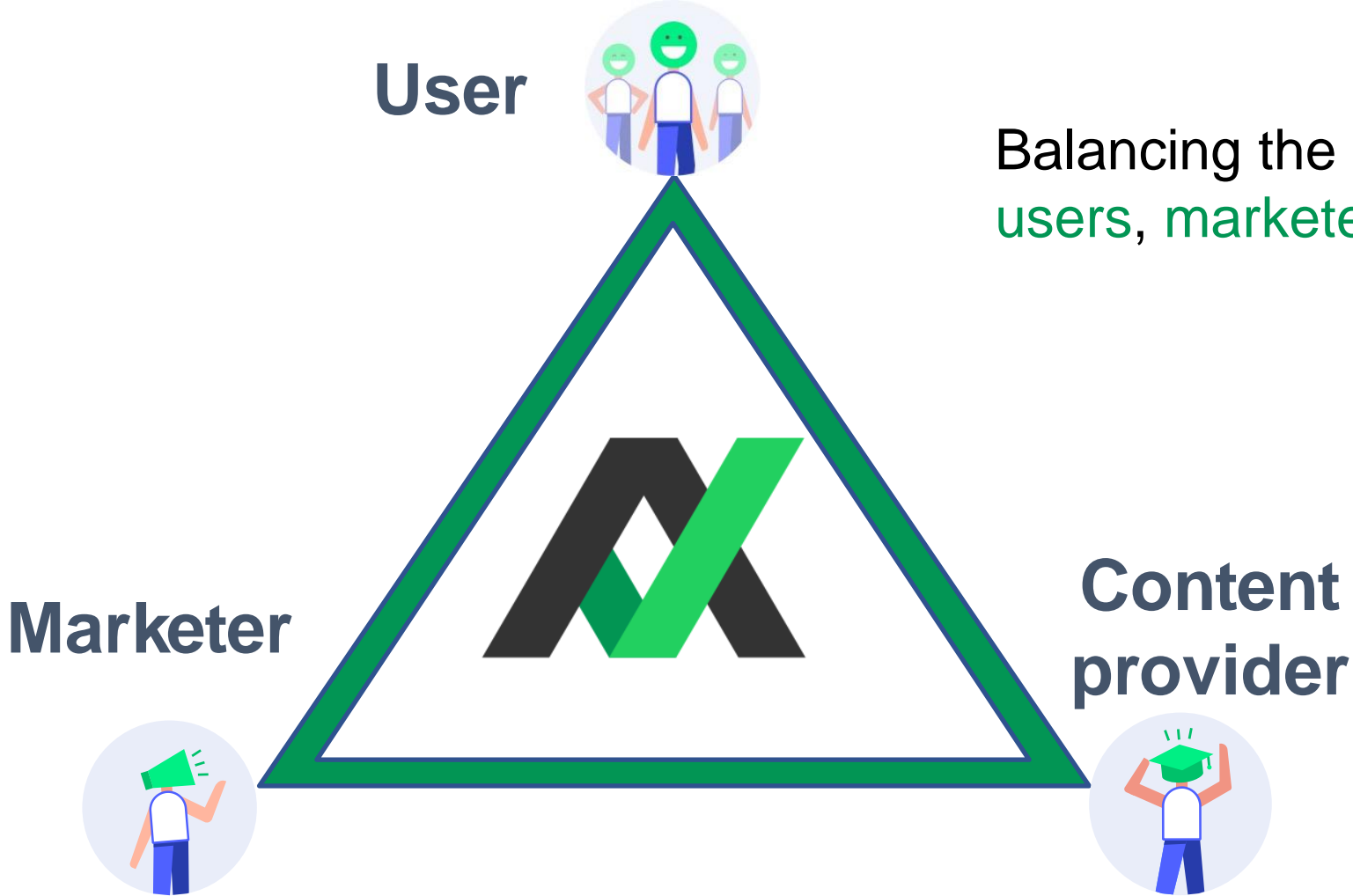
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Öffnen

Science Rules

1. Must be peer-reviewed research
2. No summaries of summaries, rehosts, reviews, or reposts

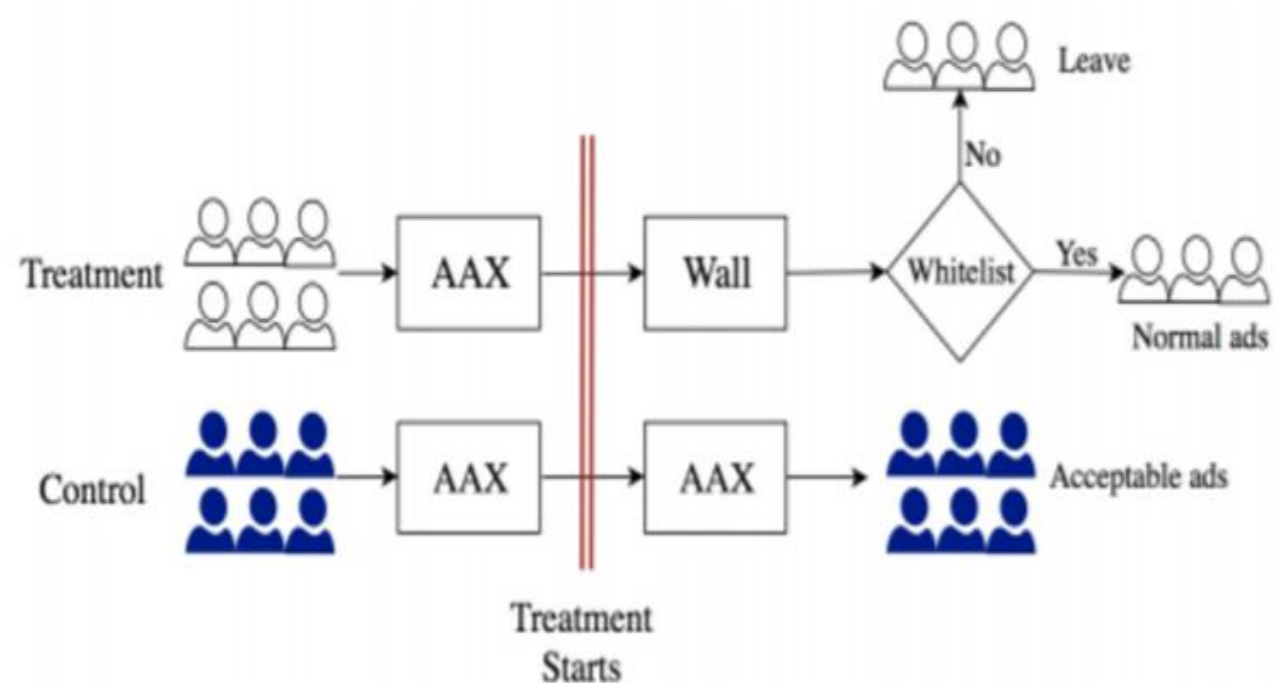
AAX (Acceptable Ads Exchange): the most sustainable approach for ad blocking user monetization



Balancing the interests of all three parties: users, marketers, and content providers.

Ad blocking monetization: Wall vs Acceptable Ads

For low-engaged users, the Wall strategy has a large negative effect on pageviews [...] since the majority of users are low-engaged users, the revenue of the publisher is expected to suffer a lot when using the Wall strategy.



The solution: show **Acceptable Ads**

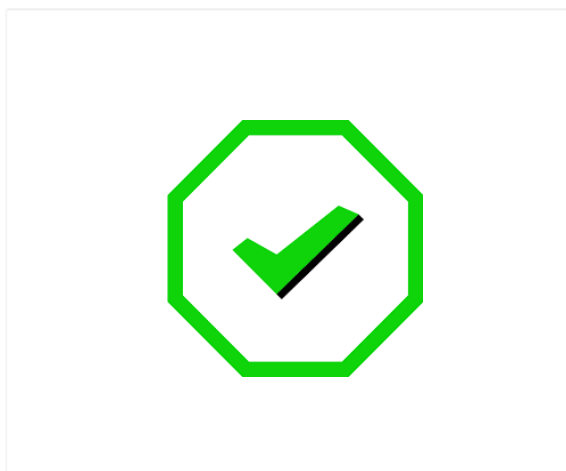
Source: February 2020 - Measuring the Impact of Counter-Ad-blocking Strategies on User Engagement / New Jersey Institute of Technology & Forbes Media

4. Summary

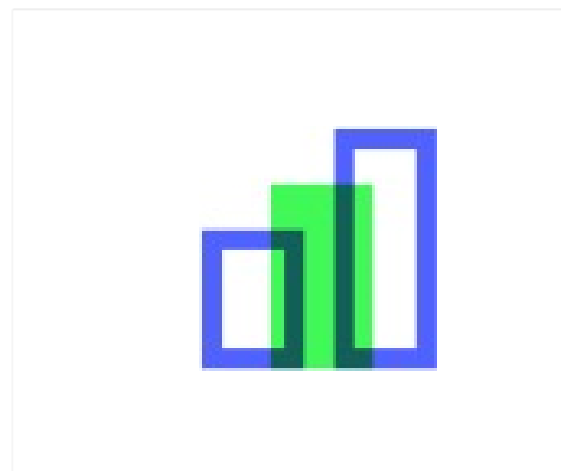
Getting started with AAX



The leading approaches to monetizing the ad blocking audience:

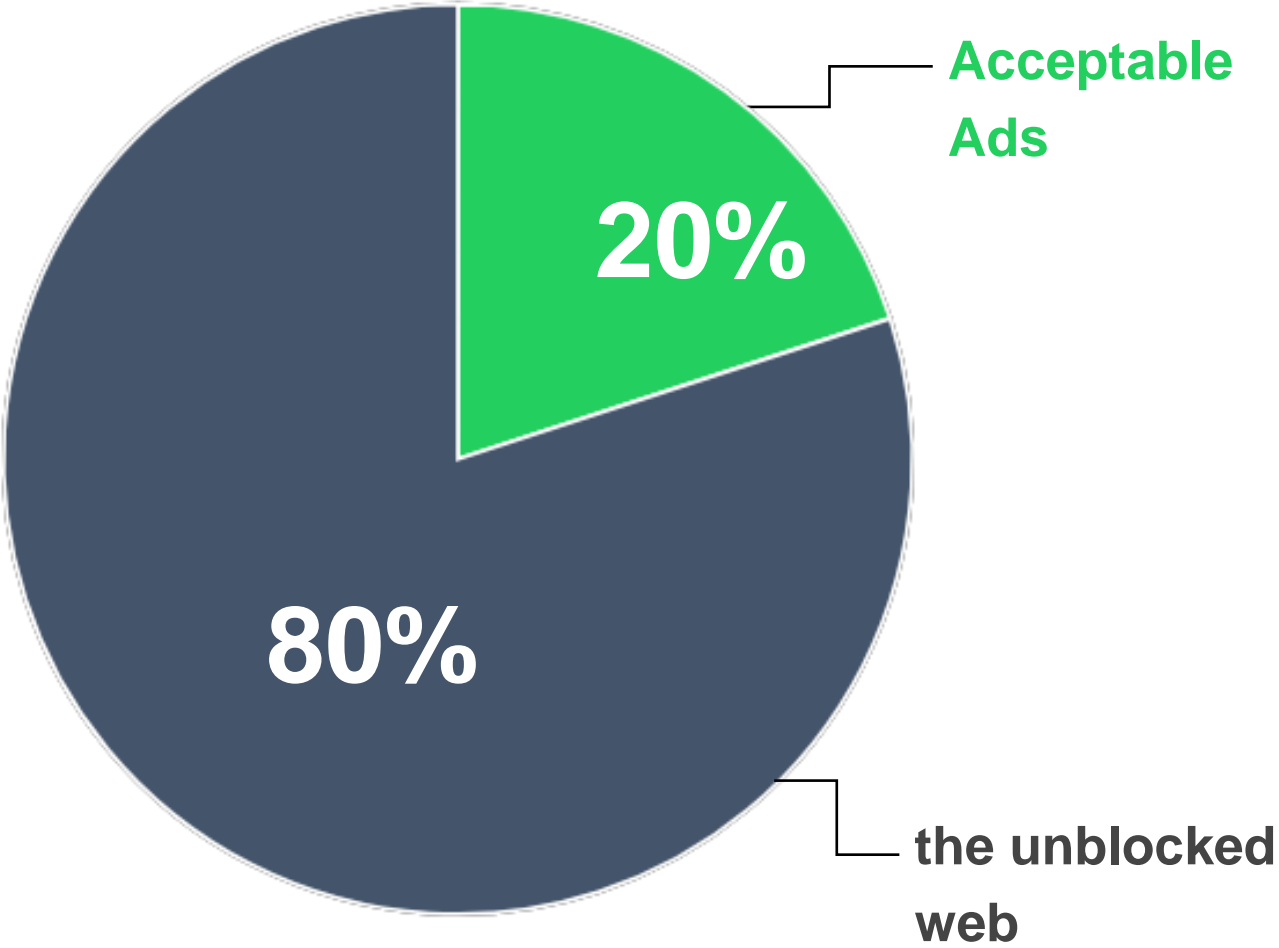


Acceptable Ads
solution



“Soft” and “Hard”
Wall approach

AAX proves that there's a sustainable publisher monetization solution.



We access **~200 million** global ad blocking users through the **Acceptable Ads** Program

From AAX: our offer to publishers



Publishers who sign with us by **May 31, 2020** retain full revenue share for the first three months.

We'll waive our share. That means you have **100% revenue share**.

Interested? Contact sales@aax.media

About The Acceptable Ads Exchange (aax.media)



We're the industry's primary **Acceptable Ads** exchange.

We believe in a fair and profitable value exchange between user, marketer, and content provider

Full transparency

Incremental revenue

Monetize 100% of your audience

Seamless integration

Thank you!

sales@aax.media

