

The Official

2018

Ad Blocking

Report

Know your ad-blocking audience



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Ad blocking: What you need to know

Why do people use ad blockers?

Ad-blocking software allows users to opt out of seeing advertisements on internet content. It's no secret that internet users are, for the most part, uninterested in seeing terrible ads that ruin their online experience and jeopardize their security and privacy.

Companies still insist on forcing internet users to see these ineffective ads, believing there is no better way to monetize online content. They also believe circumvention is the best way to reach ad-blocking users, not understanding or not caring about why people block ads in the first place.

The most common reasons for people to use ad blockers are:

Experience.

Have you ever tried to load an interesting article only to be bombarded with ads? Maybe it's a pop-up, maybe it's an autoplaying video, or maybe it's an ad that covers two-thirds of the screen. Maybe it's all three at once. Due to declining attention, ads now try all sorts of tricks to get your attention and in doing so demolish your experience.

Security.

Internet ads aren't regulated, and they can do more than just annoy you. Online advertising can be used to launch malware, even through legitimate sites. Mostly this is because the sites usually don't know what ad content they are buying and in many cases the ad providers themselves are unaware. The worst part is, people don't even need to click on an ad for the malware to affect them - just opening the page is enough.

Economy.

Do you have a data plan with a cap? Ads cost you money. Are you an efficient type who likes to get stuff done? Ads cost you time, which in turn costs you money. Ads can even cost you money by altering website prices after tracking your behavior.

How widespread is ad blocking?¹

11%

The current ad model irritates users and forces them into using ad blockers. Estimates suggest **11%** of the global internet population are blocking ads.

**600
million**

There are over **600 million** devices with some type of ad-blocking software installed, and the number is growing.

62%

Mobile ad blocking is increasing rapidly - **62%** of devices with ad-blocking software installed are mobile. This amount grew by **108 million** in 2015-2016.

¹ <https://pagefair.com/downloads/2017/01/PageFair-2017-Adblock-Report>



Around 18%² of US internet users on desktop are blocking ads.



Around 20%³ of EU internet users on desktop are blocking ads.



Other sources suggest that close to half of all internet users are blocking ads.⁴ The ad-blocking community is huge and continues to grow year to year.

² pagefair.com/blog/2017/adblockreport/

³ pagefair.com/blog/2017/adblockreport/

⁴ Global Web Index: Ad-blocking: A deep dive into ad-blocking trends

Who blocks ads?

Ad-blocking users tend to be younger (millennials), educated, tech-savvy, employed with a higher than average salary and are comfortable completing their entire buying life-cycles online⁵. In short, they are a very valuable audience.

Ad-blocking users are up to 80% more likely to make purchases online. They're also more likely to buy products after seeing an online ad. Ad-blocking users spend more money online on a monthly basis than non-ad-blocking users.

Research from Mozilla suggests that ad-blocking users are 28% more active in browser and load 15% more pages than non-ad-blocking users⁶.

⁵ www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/global-mobile-consumer-survey-us-edition.html

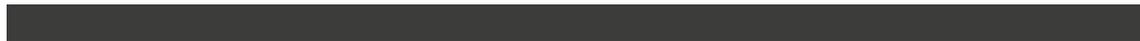
⁶ <https://research.mozilla.org/files/2018/04/The-Effect-of-Ad-Blocking-on-User-Engagement-with-the-Web.pdf>

Why do you block ads?

Too many ads are annoying or irrelevant



There are too many ads on the internet



Ads are too intrusive



Ads sometimes contain viruses or bugs

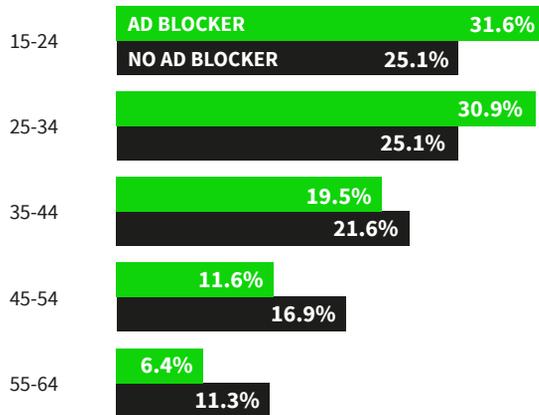


Ads take up too much screen space



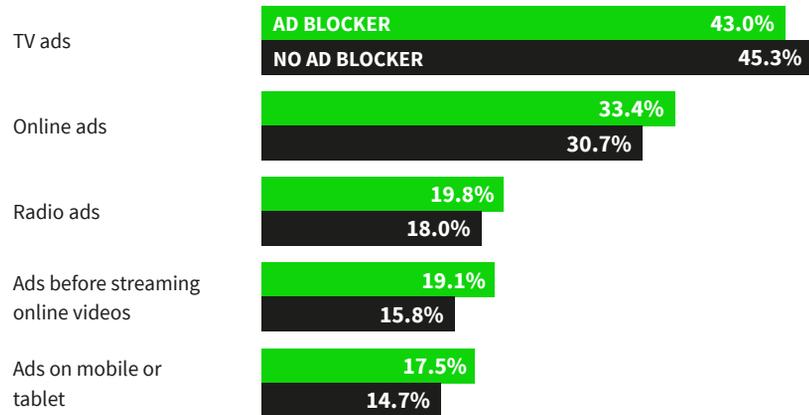
Source: Global Web Index (Q3 2017)

How old are you?



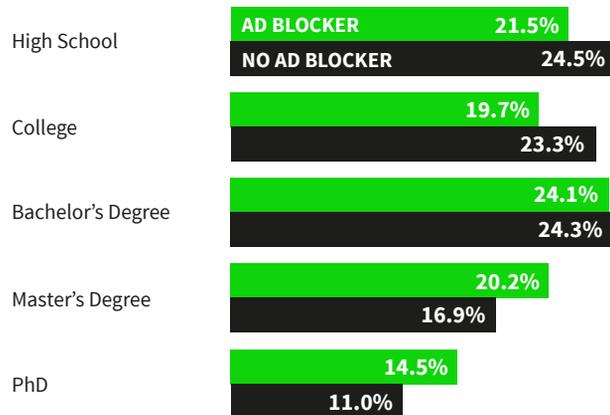
Source: Global Web Index (Q3 2017)

How do you find out about new brands, products or services?



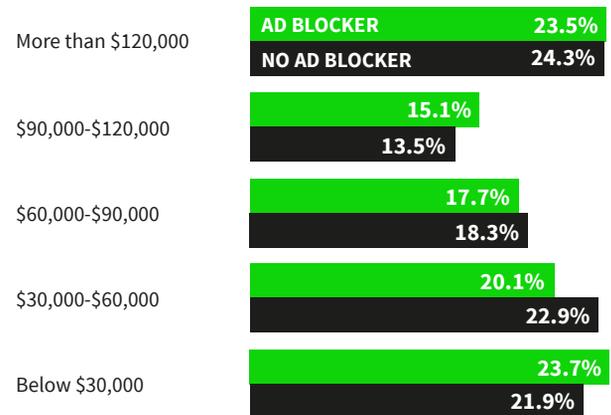
Source: Global Web Index (Q3 2017)

What is the highest level of education you have completed?



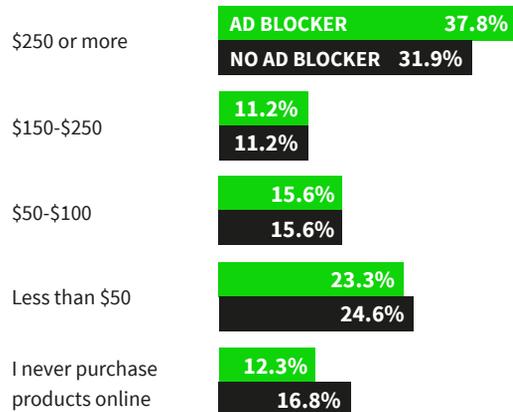
Source: eyeo Google survey (Jan 2018)

What is your annual income?



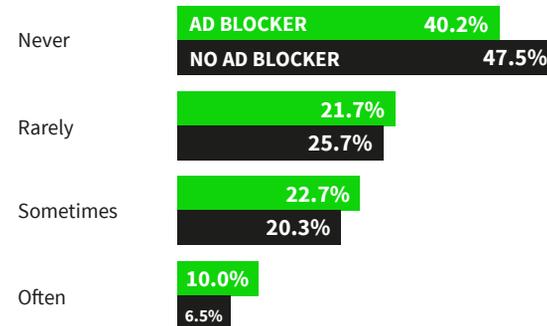
Source: eyeo Google survey (Jan 2018)

How much money do you spend online on a monthly basis?



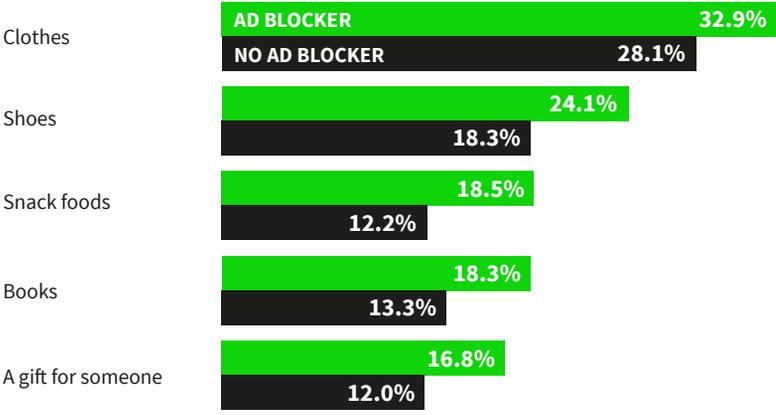
Source: eyeo Google survey (Jan 2018)

I've bought products online after seeing them in ads.



Source: eyeo Google survey (Jan 2018)

Which of the following have you purchased online in the past 6 months?



Source: Global Web Index (Q3 2017)

How to reach ad-blocking users

False solutions

When faced with an ad-blocking user, many websites deny user choice in attempt to hold on to advertising revenue. A “solution” in this case is to present an ad block wall which prevents ad-blocking users until they disable their ad blocker. **74% of users say that they will leave a site rather than disable their ad blocker.**

Circumvention companies also offer temporary solutions, but this is an expensive cat-and-mouse game that disrespects user choice.

There's a better way

Acceptable Ads

Over 90% of ad-blocking users don't hate ads.

Acceptable Ads allow you to reach ad-blocking users in a respectful manner. Designed with users and managed by the independent Acceptable Ads Committee, the Acceptable Ads criteria transform ads into useful, relevant content that ad-blocking users are happy to see.

The following ad blockers are all part of the Acceptable Ads community:

- Adblock Plus
- AdBlock
- Crystal
- uBlock
- Free Adblocker Browser

These ad blockers have a combined audience of approximately 150 million users.

What is an Acceptable Ad?

Acceptable Ads:

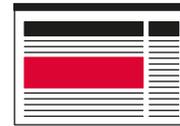
- Are not annoying
- Do not disrupt or distort web content
- Are transparent about being ads
- Are effective without shouting
- Are website appropriate

Criteria that's simple and straightforward



Placement

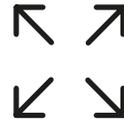
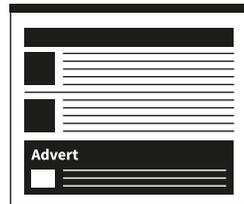
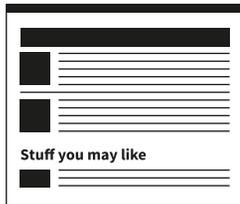
Ads should not disrupt the user's natural reading flow and must be placed above, to the side, or below the Primary Content.





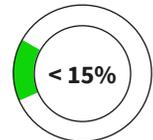
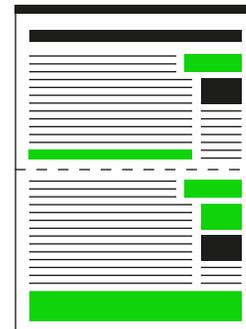
Distinction

Ads should always be recognizable as ads and clearly labeled with the word “advertisement” or its equivalent.



Size

Ads should always leave sufficient space for the Primary Content on common screen sizes (desktop, mobile and tablet).



Who benefits from the Acceptable Ads Initiative?



Publishers

Increase ad impressions on your website(s) by delivering Acceptable Ads to millions of ad-blocking users. Using a fallback ad system allows you to customize your ads to meet the Acceptable Ads criteria and take advantage of having your domain(s) whitelisted.



Ad Networks

Help your publishers and advertisers reach millions of ad-blocking users by offering a certified out-of-the-box whitelist solution. eyeo's Acceptable Ads team will assist you in customizing your ads to meet the Acceptable Ads criteria.



Advertisers

Reach a global audience of over 105 million tech-savvy users and unlock the potential of billions of monthly Acceptable Ad impressions.



Ad Tech Suppliers

Build your business by hosting Acceptable Ads. SSPs, DSPs, ad exchanges, ad servers and other ad tech players all have a tremendous opportunity for growth by providing advertisers an infrastructure to host and monitor their Acceptable Ads.



Users

Surf the web without frustration. By viewing Acceptable Ads, you are helping to sustain a fair and open web that benefits both users and ad professionals.

How to reach ad-blocking users

	Acceptable Ads	Paywall	Circumvention	Freemium
Instant monetization	✓	✓	✓	✓
Ad revenue	✓	✗	✓	✗
User choice	✓	✓	✗	✓
User consent	✓	✓	✗	✓
Guaranteed ad delivery	✓	✗	✗	✗
Advanced metrics	✓	✓	✗	✓
100% nonintrusive ads	✓	✗	✗	✗
Use of existing publisher ad tech	✓	✗	✗	✗

Did you know?



54% of ComScore Top 50 desktop
properties are monetizing
with Acceptable Ads



47% of Alexa Top 50 desktop
properties are monetizing
with Acceptable Ads

Want to learn more?

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