AD BLOCKERS

SHOULD YOU BE WORRIED?

adgenuity
What are ad blockers?

- Ad blockers are typically browser add-ons
- Available for the Chrome, Firefox, Opera, Safari, and Internet Explorer web browsers
- Available on desktop and mobile web, and now mobile APP
Ad Blocker Growth

Global Ad Blocking Growth

Blocking ads continues to build on the strong growth rates seen during 2013 and 2014.

The findings
- Globally, usage of ad blockers grew by 41% YoY (Q2 2014 - Q2 2015).
- As of June 2015, there were 198 million monthly active users for the major browser extensions that block ads.
Ad Blockers In the News

• Apple made headlines recently when it announced that iOS 9, the latest iteration of the mobile operating system that powers iPhones and iPads would now support ad blocking technology.
What could this mean?

Global economic cost of blocking ads:
- 2013: $7.2B
- 2014: $11.7B
- 2015: $21.8B
- 2016: $41.4B
Pro or Con?

**CON**
- Less ad revenue = less free content
- Media Mix shift for advertisers

**PRO**
- No ads
- Page load speed – 4x faster
- Save up to 50% data
- Safety – scripts not able to be used
Google SERPs before & after installing ad blocker app for iOS. Apple's biz model vs Google's: (via @danlucraft)
Summary

- Ad blockers are simple software programs that prevent online ads from being shown.
- Apple sparked a controversy by allowing ad blocking technology in iOS 9, the latest version of its mobile operating system.
- Increased adoption of ad blockers could affect real impressions for PPC and display advertisers (you think they're seeing your ad, but they're not).
- Social media advertising will remain unaffected by ad blockers, for now.
- The best way to fight ad blockers is to diversify your advertising channels – across both search and social – and make sure you’re using all the ad targeting options available to you, to focus your spend on where it will deliver the most ROI.