# eye/o

guide to
ad filtering

the valuable alternative to ad blocking

The secret to boosting revenue, impact and brand trust for publishers, advertisers and tech partners

Agenda

1. Ads vs ad blockers: Bringing balance to the digital landscape

2. Why is ad filtering important?

3. How does ad filtering work?

4. What is Acceptable Ads?

5. Ad filtering for users

6. Ad filtering for publishers

7. Ad filtering for advertisers

8. Ad filtering for tech partners

eye/o
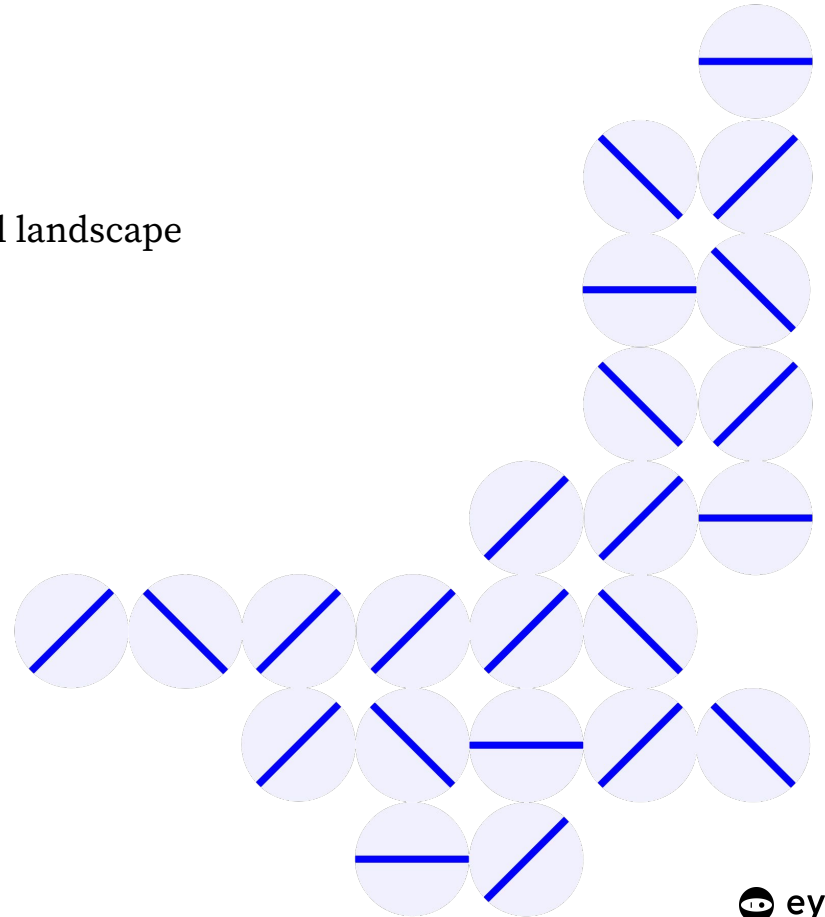
Ads versus ad blockers: how to bring balance to the digital landscape

eye/o

Myth: Ad blockers are the problem.

Truth: Excessive ads are the problem. People download ad blockers because excessive ads are disruptive and annoying. But total ad blocking negatively impacts the ability to keep the internet a free place to consume quality content.

eye/o

Ads fund **quality content** and keep it accessible

Excessive ads are the number 1 reason users download ad blockers 81% download ad blockers to avoid disruptive/annoying ads*

Ad blockers have a **negative impact** on publishers and advertisers as they generate lower revenue and fewer views.

Lower revenue and fewer views jeopardize small to mid-size publishers' ability to exist which would **limit the variety of content available** for users.

Everyone loses: Disrupting this balance **threatens the ability to keep the internet a free place** to consume content

The secret to balancing user experience with monetization:

Ad filtering

*Source: 2021 PageFair Adblock Report

eye/o

What is ad filtering?

Ad filtering, unlike ad blocking, shows users nonintrusive advertisements that meet the Acceptable Ads Standard.

Ads fund *quality content* and keep it accessible

A browsing experience with ads that are non-intrusive, *user-friendly and effective*

Quality content continues to be *monetized* and available

Ad filtering means *good user experience* and control, money for publishers and *views* for advertisers

Balance

win-win

These ads must meet an objective set of criteria like *distinction, size and placement* to ensure the user experience remains positive and uninterrupted according to the Acceptable Ads Standard. This standard is maintained and updated by the *independent Acceptable Ads Committee,* and it filters out (or blocks) ads that are not compliant.

eye/o

Why is ad filtering important

eye/o
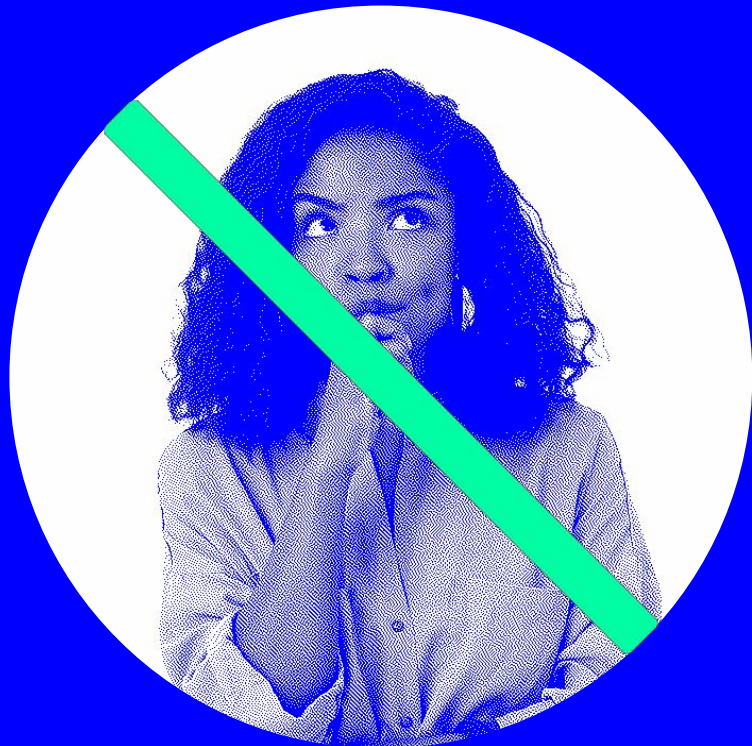
Why is ad filtering important?

With ad filtering:

People have control over their experience.

Publishers and content creators are compensated for their content.

Advertisers can connect with consumers on mutually agreed terms.

Benefits for different stakeholders:

Internet users
- Gain control over their online experience
- Improved privacy and protection from tracking and malware

Publishers
- Predictable stream of incremental revenue
- Improve user experience and trust
- One-time setup with minimal tech

Advertisers
- Reach an exclusive audience of 400m users
- Increase in brand trust, engagement and impact
- Higher return-on-ad-spend (ROAS)
- Decarbonizing media and conscious advertising

Tech Partners
- Improved browsing experience
- Trusted technology
- Save time and money on implementation and maintenance
- Generate a new revenue stream

eye/o

Growth of ad filtering on mobile and desktop

- Since its inception, there's been a ***steady year-on-year growth*** of ad filtering
  - Mobile is also gaining traction: 90M in 2021, 139M in 2023 and 235M in 2025 (58% of our users).

- The high YoY growth of Acceptable Ads is an indicator of its ability to deliver the user-centric experience it promises.

Total users:

70M
2015

100M
2018

200M
2020

300M
2023

350M
2024

400M
2025

/235M. mobile users

eye/o
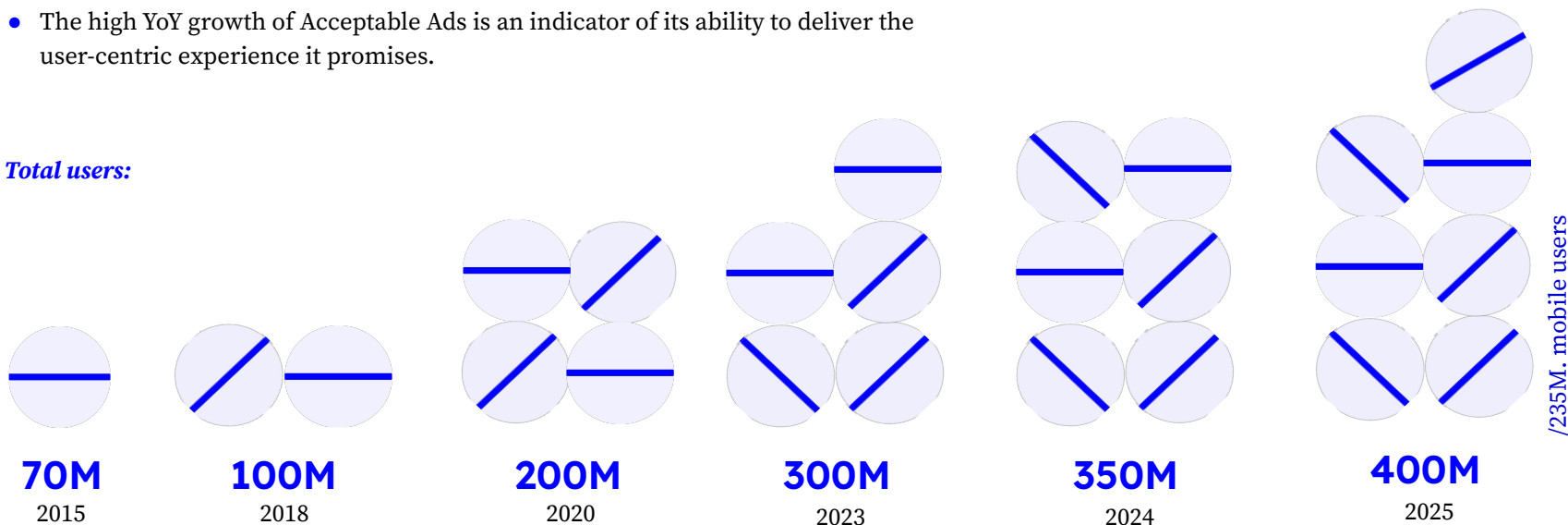
Myth: Ad-blocking users hate all ads.

Truth: *Nope* – just the really annoying ones that disrupt their experience and feel intrusive.

eye/o

Ad blocking isn't what it used to be.

These days, most ad blockers do more than just block ads—they incorporate some form of ad filtering and surprisingly, the majority of users are okay with receiving ads. This shift has changed the ad-blocking game.

90% of users *don't* hate ads. (CCM Benchmark x eyeo, 2020)

82% of adblock users prefer a lighter ad experience by default over receiving prompts to disable their ad blocker or whitelist a site. (2022 PageFair Adblock Report)

58% of ad-filtering users are open or neutral to seeing nonintrusive ads and only 20 percent express a strong dislike for all ads. (2023 eyeo Ad-Filtering Report)

And a **majority of them were open to seeing ads** if the ads:
- were relevant **78%**
- don't interfere with the content they are viewing **79%**

This research comes to life when we look at the number of users on Adblock Plus, AdBlock, and other software offering an ad-filtering experience.

400m
Global ad-filtering users

Users with ad blockers who are open to see ads that comply with Acceptable Ads Standard to support a fair value exchange with publishers and allow noninvasive ad formats.

Ad-filtering users compared to general internet users:

| **58%** | **Younger** | more ad-filtering users who are Gen Z when compared to non-ad-filtering users. |

| **20%** | **Educated** | more likely to have a higher education than non ad-filtering users (GWI data) |

| **15-19%** | **Tech-savvy** | are more confident in using new technology than the general population of internet users (GWI) |

| **16%** | **Purchase decision-makers** | more likely to be the purchase decision-makers in the financial, tech and auto fields compared to non-ad-filtering users (MAGNA, 2023) |

| **43%** | **Brand affinity** | tend to buy from brands they've seen advertisements for (GWI) |

| **58%** | **Brand loyalists** | display brand loyalty (GWI) |

eye/o

Chapter: ***three***

How does ad filtering work?

eye/o

Myth: Ad filtering is the same as ad blocking.

Truth: Ad filtering shows *(or allows)* ads, just not annoying ones. Ad filtering is the middle ground between ***hard ad blocking*** (no ads) and non-ad blocking (excessive and disruptive ads).
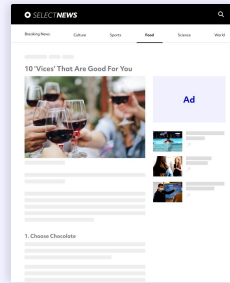
eye/o

Non-ad blocking

excessive ads
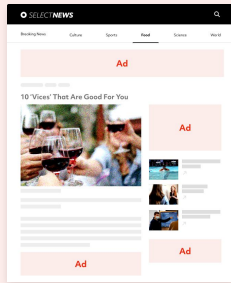
❌ bad UX

❌ less than optimal ROI on ad spend

❌ less impactful ads

❌ distracting and noisy

❌ high carbon footprint

Ad clutter creates a disruptive user experience, leading users to install ad blockers

Ad filtering

some ads

✅ better UX

✅ monetization for publishers and advertisers

✅ more impactful ads

✅ lower carbon footprint

Ad filtering shows fewer, nonintrusive ads, only filtering out the annoying and disruptive ones

Ad blocking

no ads
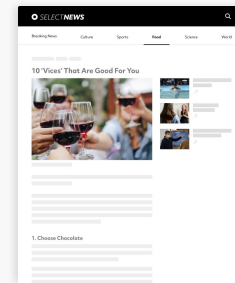
✅ better UX

❌ publishers and advertisers are unable to monetize

❌ this may lead to less freely available quality content

Ad blocking improves the user experience but negatively impacts publishers and advertisers who help keep content free

eye/o
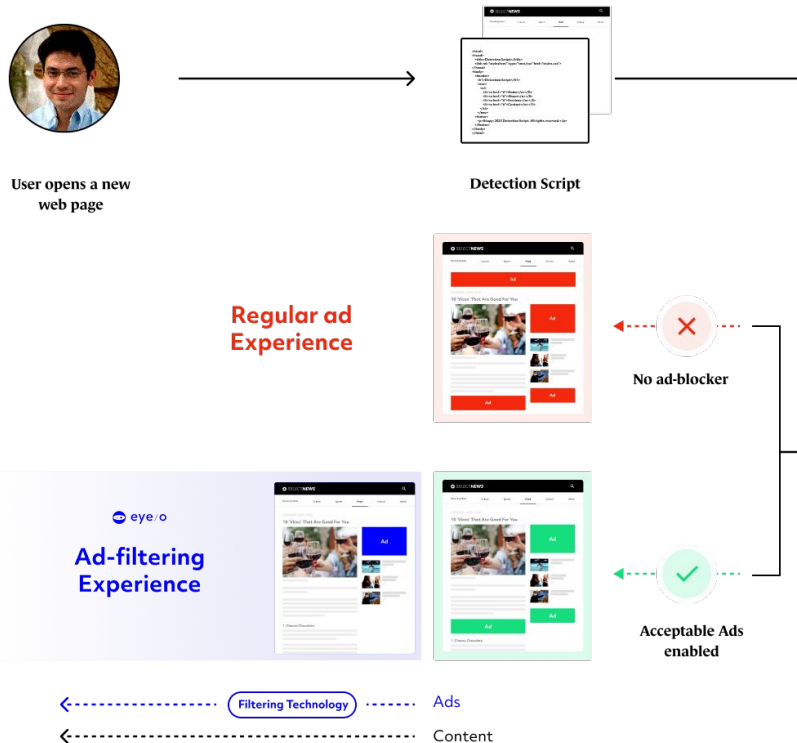
How Adblock Plus and AdBlock work:

- Intrusive ads are blocked the moment the extension is installed.
- Any time a user visits a web page, there is code that downloads the page for users to see. The extension uses rules (aka "filters") to read and change this code so that ads are no longer visible when the page loads.
- These rules are called "filters" and are contained in filter lists. Ad blockers let the content you want to see flow through to your browser while filtering out annoying ads.

More details/helpful resources from the blogs:

AdBlock: How the AdBlock Extension Blocks Ads

ABP: What is an Ad Blocker Extension?

AdBlock: What are AdBlock Filter Lists?

User opens a new web page

Detection Script

Regular ad Experience

No ad-blocker

Ad-filtering Experience

Acceptable Ads enabled

Filtering Technology ← Ads

← Content

eye/o

Chapter: *four*
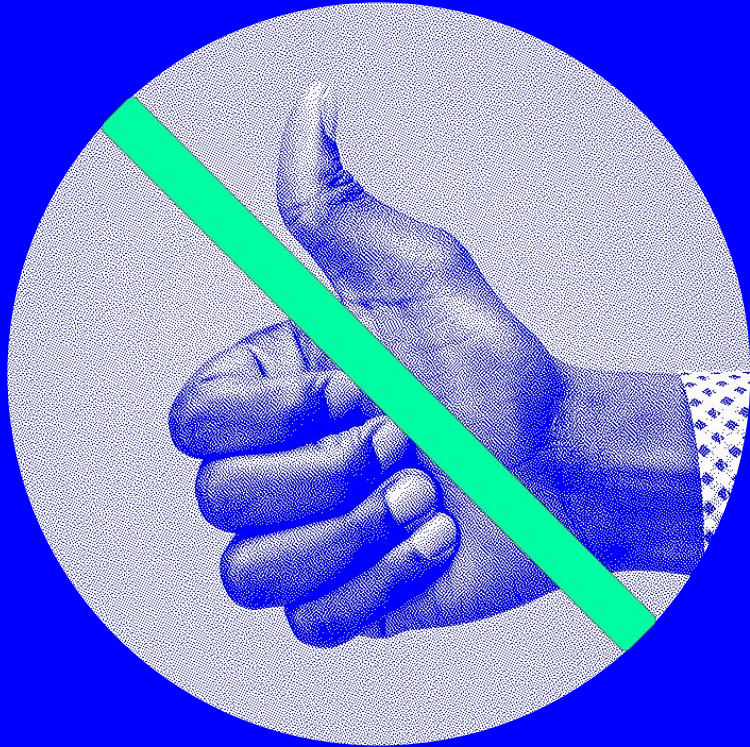
What is Acceptable Ads?

eye/o

Myth: Publishers have to pay eyeo to have their ads shown

Truth: All ads must fit the criteria of the Acceptable Ads Standard and no one can pay to avoid it. Most publishers we work with (~90%) *allowlist without cost*.

eye/o

Acceptable Ads:

Acceptable Ads are ads whose formats are compliant with the ***Acceptable Ads Standard*** and can be used to target "ad-filtering" users.
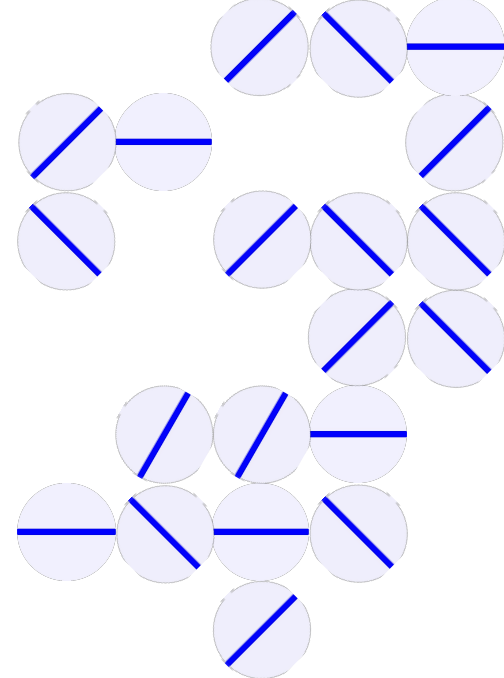
Acceptable Ads Standard:

What determines what ads are shown?
Governed by the independent ***Acceptable Ads Committee,*** the Acceptable Ads Standard is based on ***objective criteria*** which are ***regularly evaluated and updated*** based on research to ensure a balance for users and entities who monetize with advertisements.

Acceptable Ads

eye/o

Acceptable Ads and how it works:
what determines what ads are shown?

Objective criteria

1. Clearly labeled with the word advertisement

2. Size must always leave sufficient room for primary content

3. Size depends on location

4. Format can be text or static image. Also allowed are refreshing, search and in-feed ads as long as they meet the requirements

→ Every ad has to comply with the criteria and cannot be paid to avoid it.

Independently governed

The Acceptable Ads Committee defines the criteria of the standard through a democratic process of *eleven elected representatives* representing the *interests* of users, publishers, advertisers, tech companies and more.

✔ Established in 2017

✔ Independent

✔ Democratic

✔ Transparent

✔ 11 elected representatives, with equal representation for: Real-world users, experts and for-profit

For transparency, all Acceptable Ads are added to a public forum to allow the Internet community to submit feedback.

Continually updated

To ensure a *fair balance* between user experience and entities that monetize through advertising, the criteria are continuously researched and updated accordingly.

Suggestions to change the Acceptable Ads criteria can come from the AAC Representatives themselves, feedback from *ad-blocking users,* or based on industry developments. Any request to change the Acceptable Ads criteria needs to be *based on neutrally derived data,* for instance, following a research study commissioned by the AAC to an independent party.

For example, the standard was updated in 2022, after *surveying over 9,000 users,* which determined certain static in-content ad formats were acceptable.

For the complete list of what is approved and unapproved, please see the Acceptable Ads Standard.

eye/o
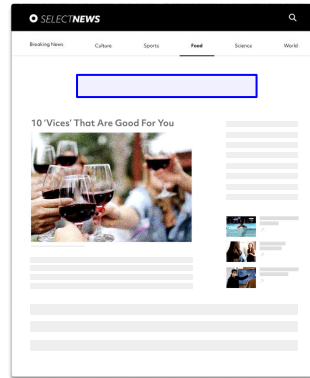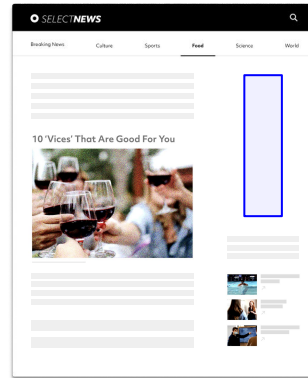
Acceptable Ads and how it works:
Top ad formats*

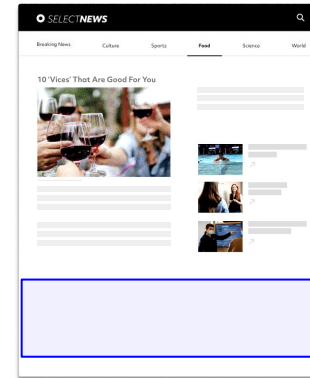Examples of top ad formats that are compliant with the Acceptable Ads Standard:
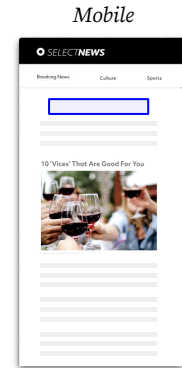
Mobile
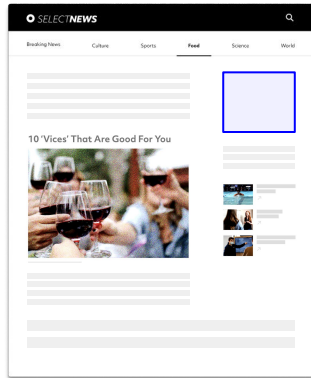
360x250
Medium Rectangle
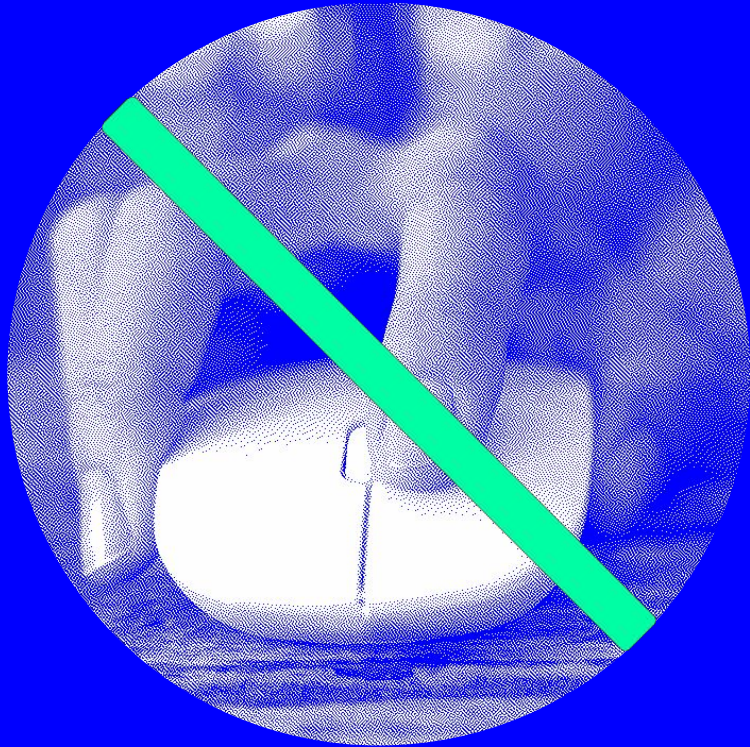
728x90 Leaderboard

160x600 Skyscraper

970x250 Billboard
(Only DE)

320x50
Static
(Only US)

*no pre-roll, auto-play, or rich media ads

eye/o

Chapter: *five*

Ad filtering gives **users** control of their online experience and privacy

eye/o

Popular consumer tools, *Adblock Plus and AdBlock,* both utilize ad filtering, enabling millions of users to browse the web without annoying or disruptive advertising, leading to a better and safer online experience.
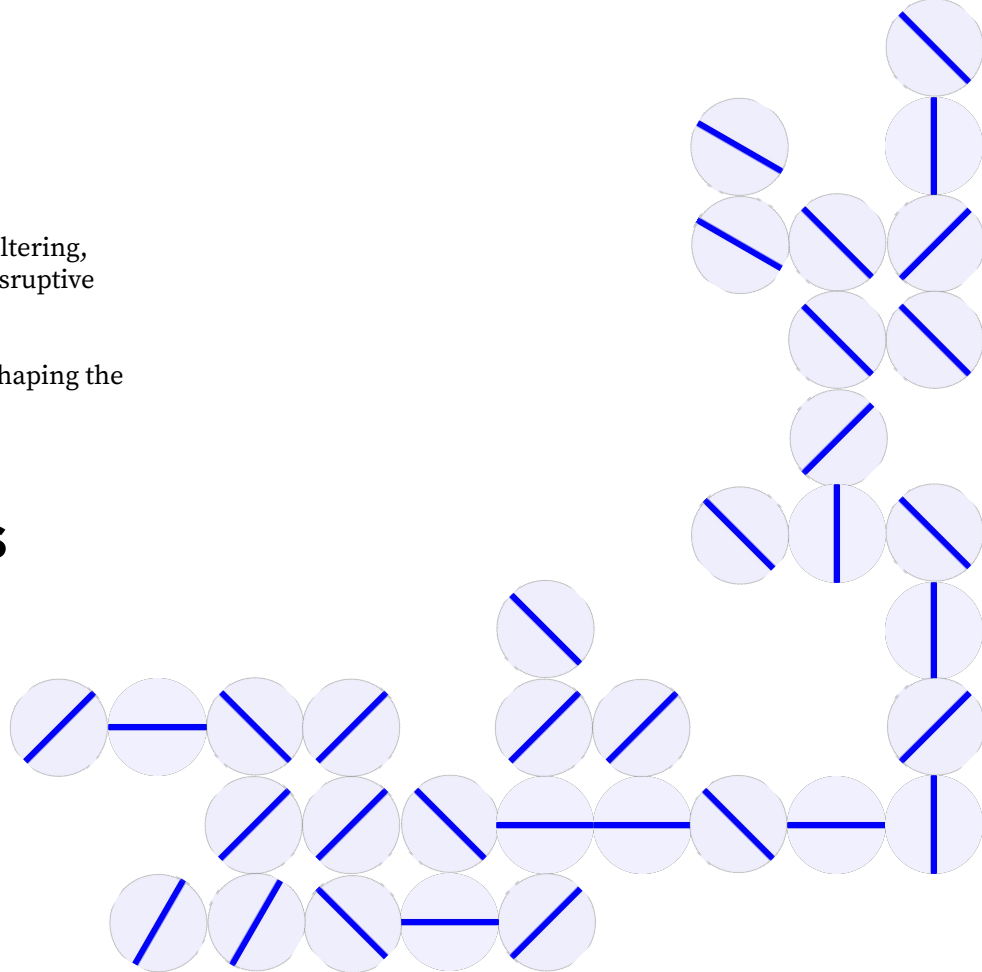
Through representation and research, users have an *equal voice* in shaping the Acceptable Ads Standard.

AdBlock

AdblockPlus

eye/o

Benefits for users:

+ More control

- Block annoying and intrusive ads
- Option to block any annoying page elements (not just ads) using the manual hiding tools
- Block ads on popular platforms like Facebook, YouTube, Instagram and more
- Faster page load times and saves memory (less bandwidth needed without ads and distractions)
- With AdBlock Premium, block even more distractions including floating videos, newsletter pop-ups, survey requests, allow-site notifications and cookie banners.

+ Safer

- Block ad trackers to stop advertisers and social media sites from building a profile based on your browsing
- Avoid malicious ads and malware

+ Support content creators

- Users can support content creators they love with allowlisting.
- On AdBlock, the specific ability to allowlist YouTube channels.
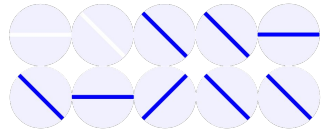- More than 95% of users allow Acceptable Ads which support websites and content creators

eye/o

Myth: **Users will just deal with the annoying ads**

Truth: Ad blocking and ad filtering continue to grow year-over-year.
A majority of these users will bounce when asked to turn off their ad
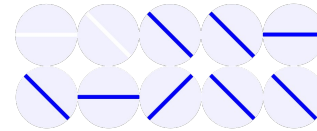blockers and find their content elsewhere. (eyeo 2019 US ad block report)

eye/o

83%

of US ad-blocking users would be *"annoyed"* if a website disabled their ad blocker without their permission.
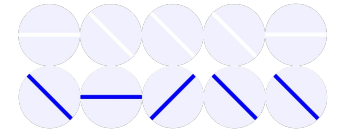
61%
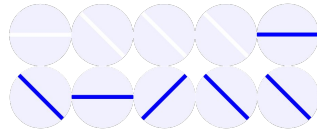
of US ad-blocking users would be *unlikely to return* to a website that had disabled their ad blocker without their permission.

78%

of British ad-blocking users stated they would *not return* to a website if their ad blocker was disabled without their permission.
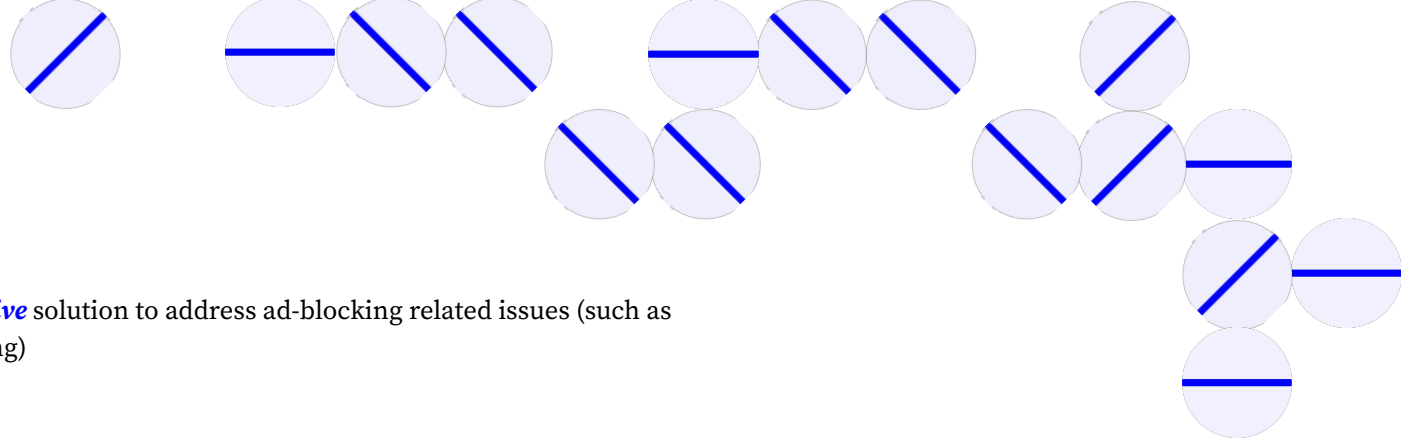
53%

of polled ad-blocking users in the US would *not turn off* their ad blocker if asked to by a website.

(eyeo 2019 US ad block report Truth statement)

eye/o

*Chapter: **six***

Ad filtering helps publishers gain incremental value

eye/o

Ad filtering is a *simple but effective* solution to address ad-blocking related issues (such as lost conversion due to ad blocking)

15-20%

By monetizing *400m* ad-filtering users, publishers can gain 15-20% more page views
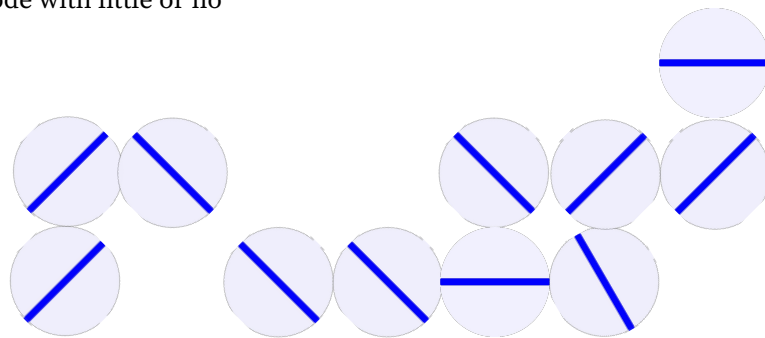
9_{of the top} **10**

Comscore-ranked US publishers monetize with Acceptable Ads

60_{of the top} **100**

Comscore-ranked US publishers use ad recovery via Acceptable Ads

Working with Acceptable Ads is *easy*. It only requires one line of code with little or no development work. No technical implementation required
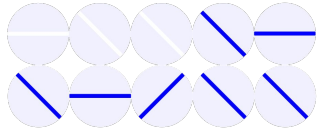
eye/o

Myth: Ad filtering costs publishers billions of dollars each year

Truth: Ad blocking costs publishers $54 billion/annually. Ad filtering helps reduce that loss, which without it and other mitigation tools would be ~ $116 billion/annually.
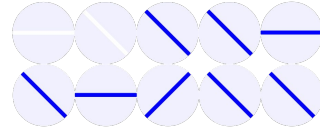
eye/o

71 %

understood publishers rely on advertising revenue to keep their ***content free***
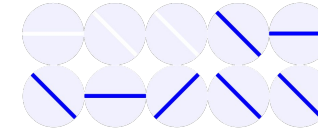
(eyeo US ad blocking report 2019)

82 %

prefer a lighter ad experience by default over requests to turn off their ad blocker
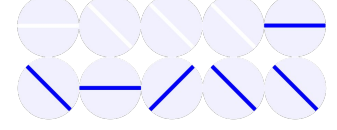
(eyeo US ad blocking report 2019)

74 %

don't mind advertisement as long as it ***respects their privacy***

(2021 PageFair Adblock Report)

58 %

of ad-filtering users are open to seeing ads, the majority *(70%)* were open to seeing ads if they can control what ***personal information*** is shared with advertisers, or if they can control what ads are ***relevant*** to them *(65%)*

(2023 eyeo Ad-Filtering Report)

eye/o

Programmatic offering

Ad filtering helps publishers gain incremental revenue

- Simple setup involving *one line of code* with no upkeep needed
- Uncover your hidden audience with ad-blocking *user analytics*
- *Monetize ad-filtering* users via existing programmatic sources
- Premium demand from our direct seats with *top-tier SSPs*
- Acceptable Ads compliant implementations of *in-content formats* and *ad refresh*

We are able to power this technology through the help of Blockthrough, the most popular ad block recovery solution among Comscore-100.
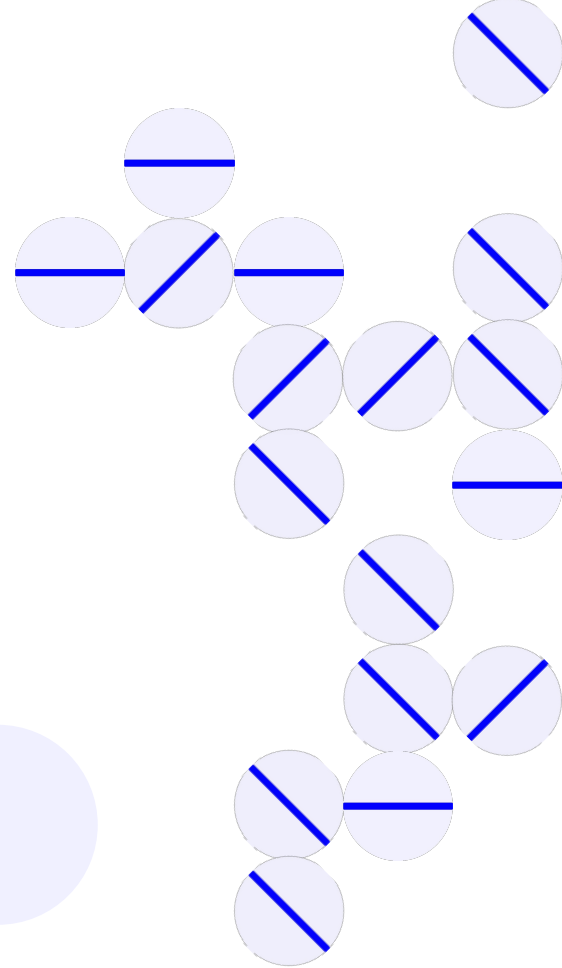
Start gaining recurring incremental revenue with eyeo Publisher Solutions today at eyeo.com/solutions/publishers

eye/o

Ad filtering helps advertisers unlock an exclusive, more attentive audience.

eye/o

Myth: Ads, the flashier, the better. We've created such a noisy cluttered environment that the only thing that gets people's attention is a flashbulb in their face.

Truth: You are shouting above the noise which isn't appealing or effective. Reduce the ad clutter on a page and create more impactful ads.

eye/o

Ad filtering gives advertisers:

- Exclusive access to a unique audience of *400m users*
- Quality inventory ([low-clutter for better attention-based advertising](#))
  - Low-clutter leads to higher Return-on-ad-spend (ROAS)
  - Fewer ads per page correlates to:
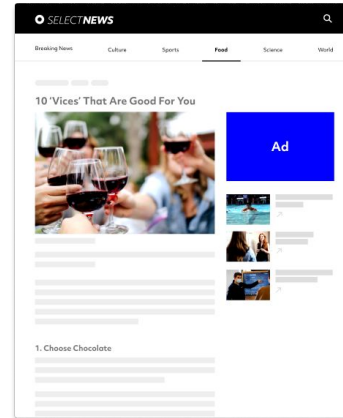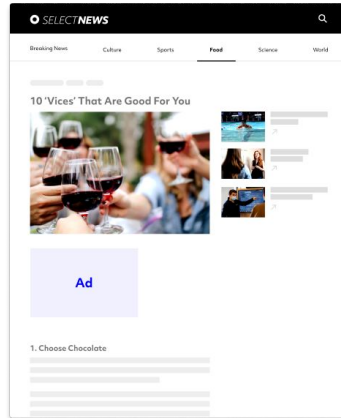
+82%
aided Ad recall

+9%
increase in brand trust

+62%
unaided Ad recall

(Magna)

eye/o

Ad filtering gives advertisers:

- Sustainable advertising
  - Acceptable Ads' formats see an 11.5X drop in greenhouse emissions (MAGNA 'Reaching and Influencing Ad-Filtering Users', 2023)
  - Users care about environmental sustainability a lot but are unaware of the actions to take to become more sustainable online (2023 eyeo Ad-Filtering Report):

    49% say environmental sustainability is extremely important to them

    63% agree that they do not have enough information on what actions they could take to become more environmentally friendly

    77% of users view companies who take sustainability actions positively, however some are wary of greenwashing.

- Access to dynamic creatives compliant with Acceptable Ads, such as click-to-play ads (more information)

eye/o

Programmatic offering

Ad filtering helps advertisers unlock an exclusive audience

- PMP deals that target ad-filtering users through our *exclusive, curated demand partners*
- Create successful, engaging ad campaigns *targeting users* across News & Media, Gaming, Tech & Computing, Arts & Entertainment industries and more
- Tell us your DSP of choice and typical PMP setting. You'll be assigned a technical *account manager* who will consult with you to setup and monitor your PMPs. Go live in as little as 48 hours from the kick-off call.

Learn more at eyeo.com/solutions/advertisers

eye/o
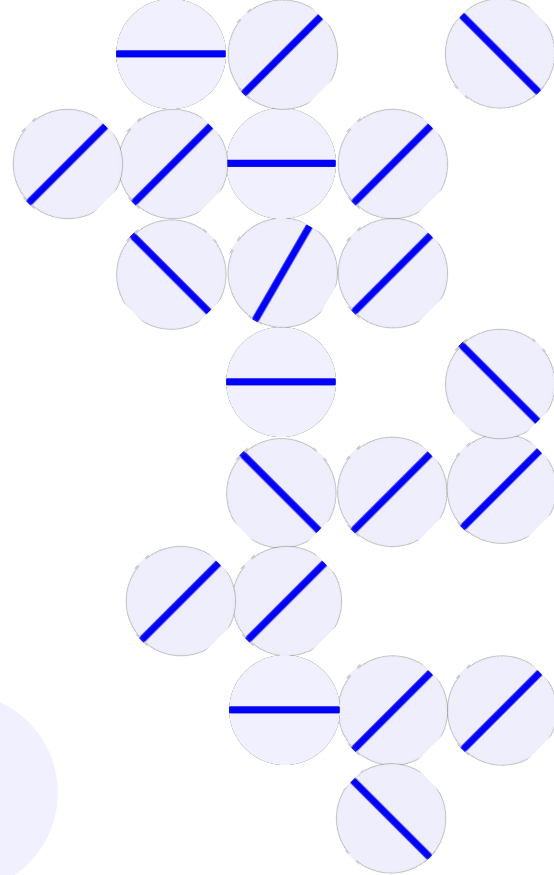
*Chapter: **eight***

Ad filtering helps tech partners offer a better UX with additional revenue

eye/o

Myth: Tech partners must choose between user experience and monetization.

Truth: Ad blocking is one way to offer a better UX to users but there is now way to monetize it. With ad filtering, you get the best of both: provide users with an improved UX and open a new revenue stream.
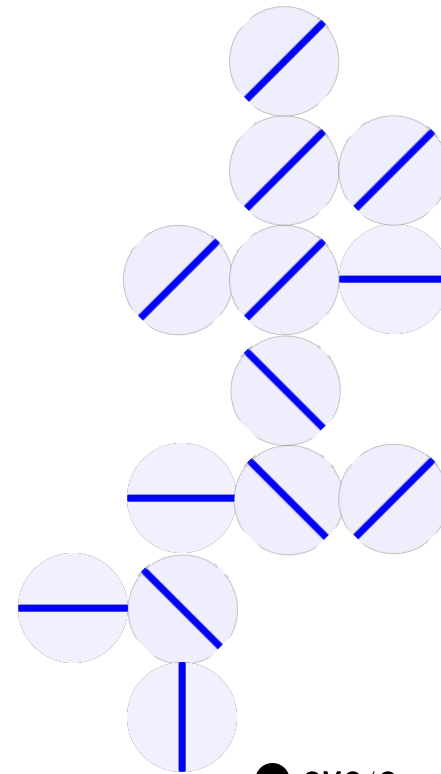
eye/o

~37%
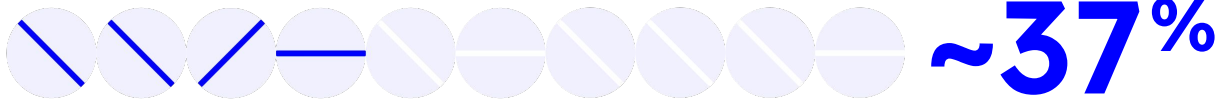
of the world's population is using some form of ad blocking or ad filtering.

This feature is no longer a differentiator but is now a requirement. But you have to get it right.

61%
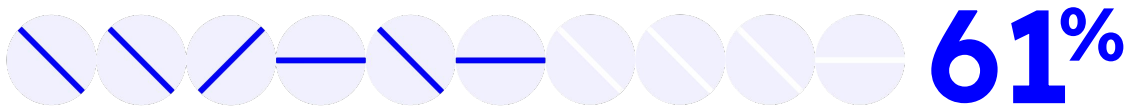
of users said a Samsung Internet survey, they would switch to a browser with better ad blocking.

eye/o

Benefits of ad filtering:

- Offer users a **delightful user experience**
  - **78%** of <u>Samsung Internet users are satisfied or very satisfied with ad filtering performance</u>
  - **70%** of Aloha users LOVE their browser's ad filtering powered by eyeo (eyeo x Aloha Survey, 2021)
  - Find out how <u>Aloha Browser delighted users with eyeo Ad-Filtering Solutions</u>
  - Our ad-filtering tech powers some of the most popular ad blockers on the market

   AdBlock   Adblock**Plus**

 **Save time and resources** for more innovation
  - Lower costs from trying to build and maintain an in-house ad blocker
    Three-person days with eyeo vs 60-person days for in-house on maintenance alone

- **Monetization uplift**
  - Opens monetization from an existing stream of users versus total ad blocking which cannot be monetized

eye/o

Quality ad filtering that includes:

- Modules with source code for seamless integration
- Filter lists with daily monitoring, legal protection and partner support
- Filtering ads from 2000+ popular website domains with more than 25 different languages
- Ad filtering that counters large publisher circumvention

Contact us for ad-filtering integration at eyeo.com/solutions/tech-partners
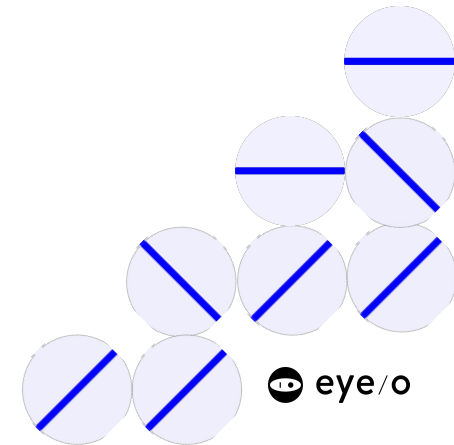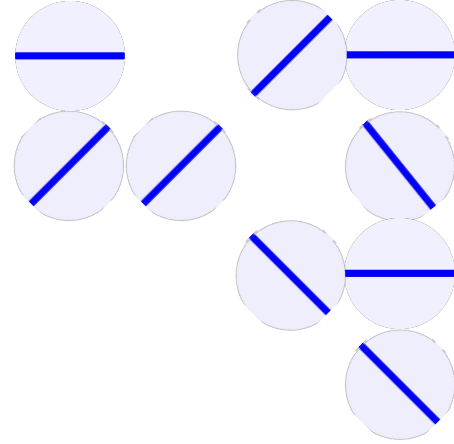
eye/o

About eyeo

eyeo is dedicated to empowering a **balanced and sustainable** online value exchange for **users, browsers, advertisers and publishers**. By building, monetizing, and distributing *ad-filtering technologies,* we create solutions that allow all members of the online ecosystem to prosper. Our **ad-filtering technology** powers some of the largest ad blockers on the market, like **Adblock Plus and AdBlock**, and is distributed through partnerships to millions of devices. There are currently **400 million** global ad-filtering users who see nonintrusive advertising that is compliant with the independently established Acceptable Ads Standard.

To **learn more**, go to **www.eyeo.com**

eye/o