



# Anti-Adblock fall campaign in France

Stéphane Hauser

IAB FRANCE

## Context

**Publishers incurring  
major revenue loss**

# Adblock users survey – Ipsos



A significant trend still growing.

**30%**

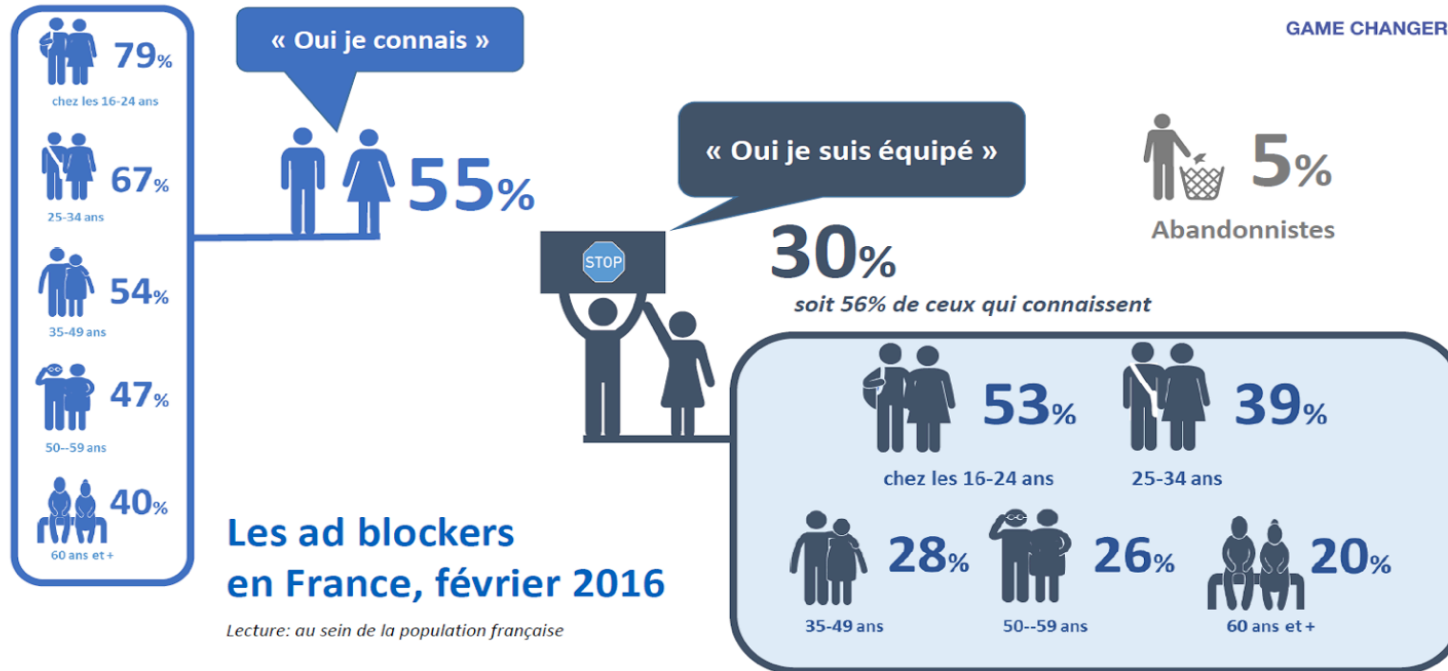
of French Web users use an adblock

Base : 13 000 personnes représentatives de la population française interrogées

**Baromètre Adblock IPSOS - IAB 2016**

# Adblock users survey – Ipsos

GAME CHANGERS



Base : 13 000 personnes représentatives de la population française interrogées

Baromètre Adblock IPSOS - IAB 2016

#IABFrance



# Anti-Adblock campaigns with GESTE

## An introduction to GESTE and its anti adblocking actions

Les éditeurs  
de contenus  
et services  
en ligne

**GESTE**

### 2015 : Publishers incurring major revenue loss

- By the end of 2015, French publishers were losing 20% of their turnover to adblocks

### 2016: a turning point with the first two anti-adblock campaigns led by GESTE

- March 2016: 1 week
- September 2016: 1 month

### Our objective: re-establish Ads as the main way to finance contents

- Users tend to see ads as extra money made by publishers, the campaign is both preventive and educational

### Results for March campaign

- Websites' readership lowered their use of adblocks up to 20% (average 11%-20%)

**Fall campaign**

**Methodology and first results**

# Anti-adblock fall campaign: a comprehensive approach

## A unified set of tools for measurement (AdBack)

### A 3-step analysis

- **Quantitative measurement of the audiences and their evolution**
  - *unique visitors / detailed page views*
  - *blockers with Acceptable Ads*
  - *blockers of Analytics tools*
  - *blockers from enterprises*
- **Behavioral analysis of web users**
  - *desktop/mobile : with or without adblock*
  - *duration of visit : with or without adblock*
  - *recurring visits : with or without adblock*
  - *referrals : direct traffic / social networks / search engines : with or without adblock*
- **Users' reactions to the different messaging strategies**
  - *duration of deactivation*
  - *whitelisting*
  - *engagement rate*



# Anti-adblock fall campaign: a massive commitment of online medias

**90%** of media websites (in Marketshare)  
took part to the campaign

**L'EQUIPE**





# Targeted and tailored educational messaging

Most of publishers have chosen to block fully or partially ad block users.

Some of them have decided to exclude social network traffic and corporate firewall.

Engagement through connivance:  
messaging in line with the typical editorial culture of the media



# Sample of messaging : full blocking

L'Equipe (leading sports news brand)  
Message wording referring to the sport culture



Le Monde (thought-leaders viewership)

Detail messaging with a creative by in house cartoonist Vidberg

Quasi-full blocking

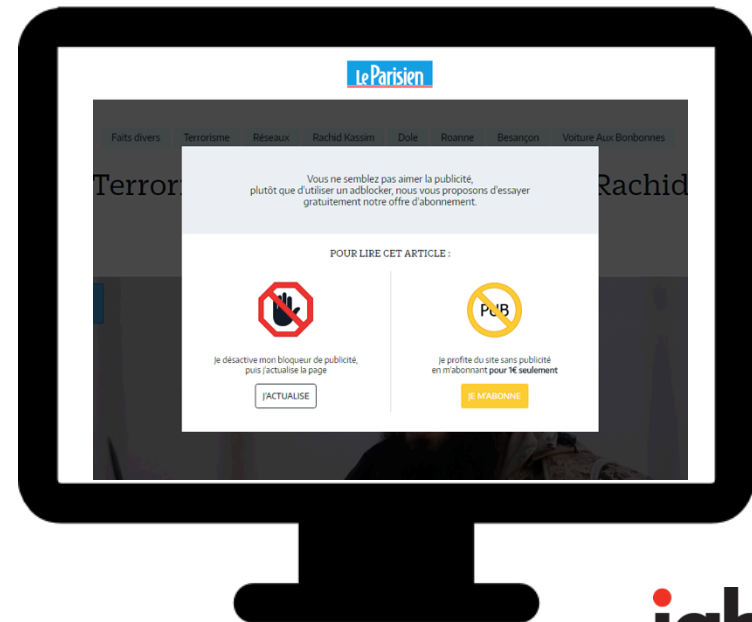


# Sample of messaging : full blocking

Le Figaro.fr (Leader among News websites in France)  
Full blocking through progressive text blurring



Le Parisien:  
sober direct informative message



# Sample of messaging : partial blocking

RTL (Leading private radio in France):  
minimalist, direct and informative messaging

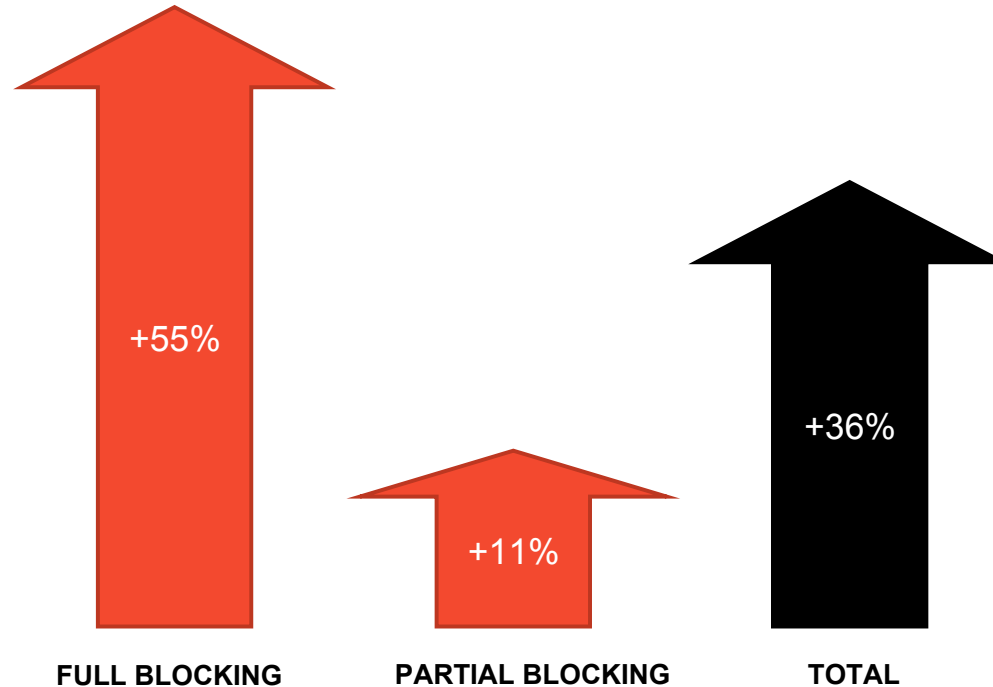


L'Express (weekly newsmag)  
neutral informative header  
No blocking



# Key learnings: limited impact of adblockers blocking on the long run

Advertising inventory increasing by up to



## Key learnings: limited impact of adblockers blocking on the long run

Origin of traffic directly impacts bounce rate and users reaction

High bouncing and little engagement for users coming through Social Medias



**38%** bounce rate from Twitter



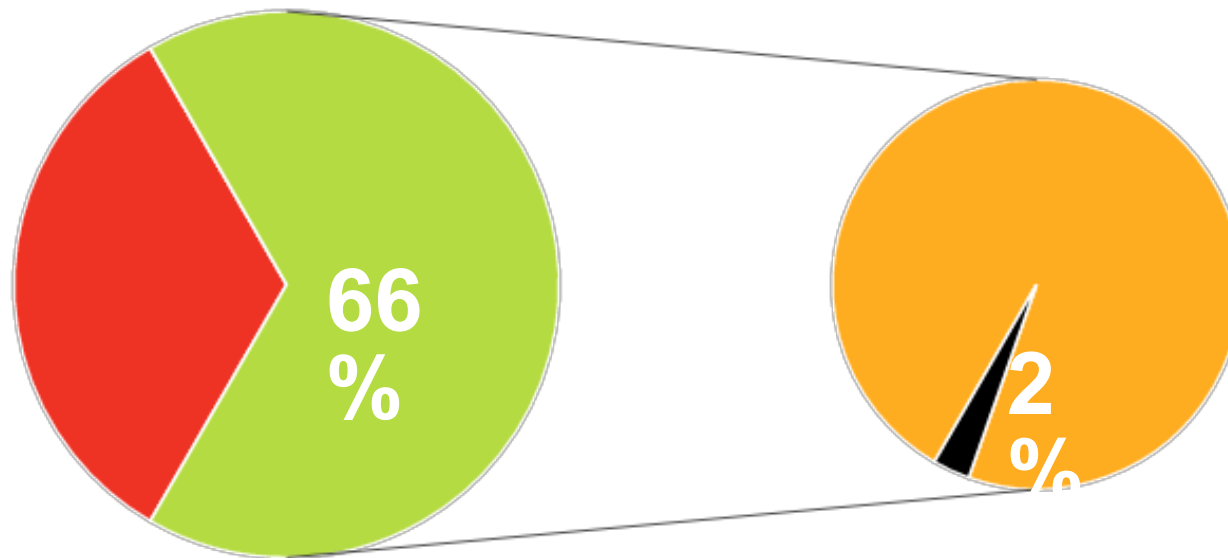
**41%** bounce rate from Facebook



**13%** bounce rate from the website

## Key learnings: limited effect over time

Limited use of adblocks deactivation tutorial prove full awareness of adblockers



66% of deactivations are temporary  
(less than 2 days)

use of deactivation tutorial

## **Next steps**

### **Ponder impact of permanent apparels**

- **Some publishers have decided to continue the campaign indefinitely**
- **Better messaging targeting (editorialized)**
- **Implement new tactics: quick surveys, videos, micro-payment, etc.**



# Thank You

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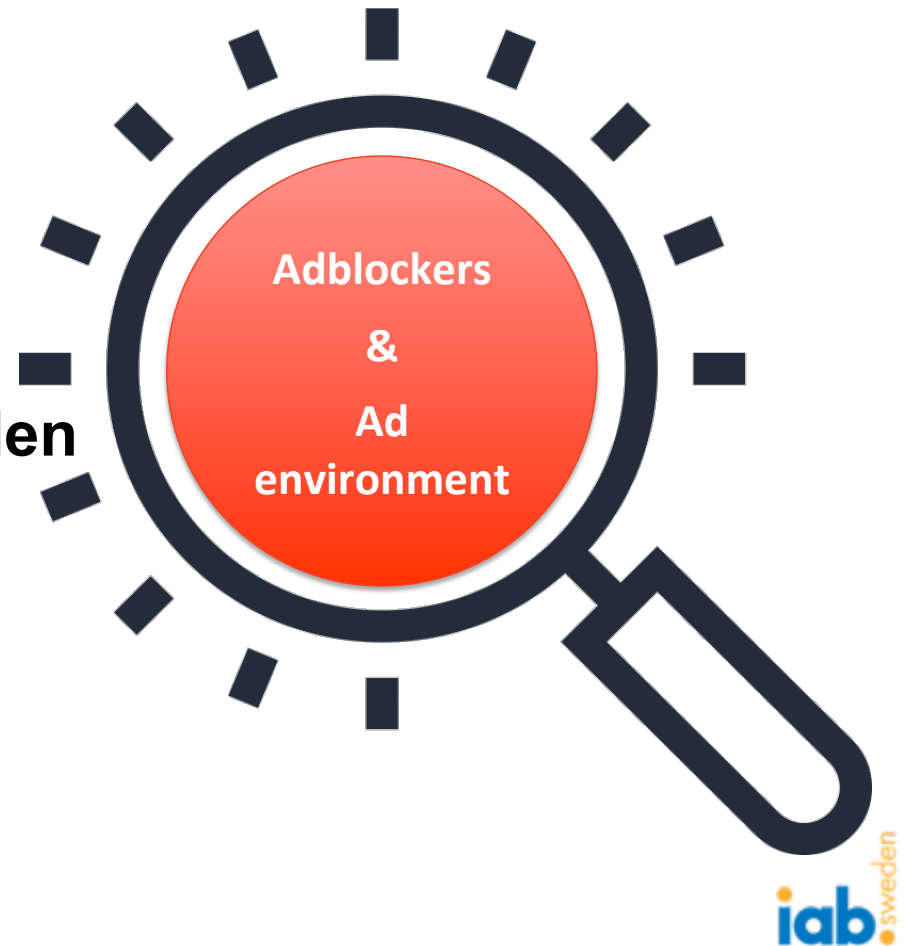
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## It's a Big DEAL for Sweden

Presenter Charlotte Thür, CEO of IAB Sweden

*IAB Sweden will share the results from coordinated actions taken by publishers in their markets and lead a discussion on how publishers, agencies, and marketers can best protect their interests while respecting consumers concerns and improving their experience online.*





Mission for IAB Sweden

**Board – we need a local plan for Sweden for how reduce the use of adblockers in Sweden.**

**Sweden 2015 Desktop:  
from 20 % to almost 30 % in one year!  
Mobile still very low less than 3 %!**

# The two tracks

## Track 1 - reduce the use

1. Gathered all Swedish publishers
2. Signatures from all the top CEOs/publishers
3. Consultant
4. Report - adblockers tool
5. Lot of focus on this work!

## Track 2 - better ad environments

1. Started a task force
2. Publisher, media agencies, technology providers
3. Framework
4. "Advertising Friendly Sweden"



Michael McGuerty

# Track 1 – Reduce the use of adblockers


Lot of focus

Same tool!  
LayerPay



iab  
SWE

**DIGIDAY UK**      SECTIONS      EVENTS      CAREERS



## Sweden's publishers are joining forces to simultaneously block ad-block users

Lucinda Southern | March 14, 2016      < 3847

Fed up with the accelerating growth in ad blockers, 90 percent of Sweden's publishers (about 20) [plan to collectively block the ad blockers](#) during the month of August. The IAB Sweden, which is spearheading the effort, is also trying to improve advertising by standardizing formats.

The IAB started thinking about the initiative more than a year ago, when 20 percent of people blocked ads, said Charlotte Thür, CEO of the IAB Sweden. Now, that share has risen to more than 30 percent. "We thought it was a problem then," she said. "Now we have to do something more powerful."

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# Track 1 – THE MISSION & CREATE GUIDELINES



**CONSEQUENCE**

LIMITED TIME  
LOW RESOLUTION  
DELAY OF CONTENTS



**PAY**

REKLAMFRITT MOT BETALNING



**BLOCK**

# Track 1 – Reduce the use of adblockers

WHAT HAVE WE EXPERIENCE ALONG THE WAY?

Change the the image and concepts of the project

Much focus made publishers worried!

Was it ok to detect adblockers?

Lawyer needed

No public agreed date when to start the initiative!

Publishers had principle towards pay walls

Hard to agree on using the same tool

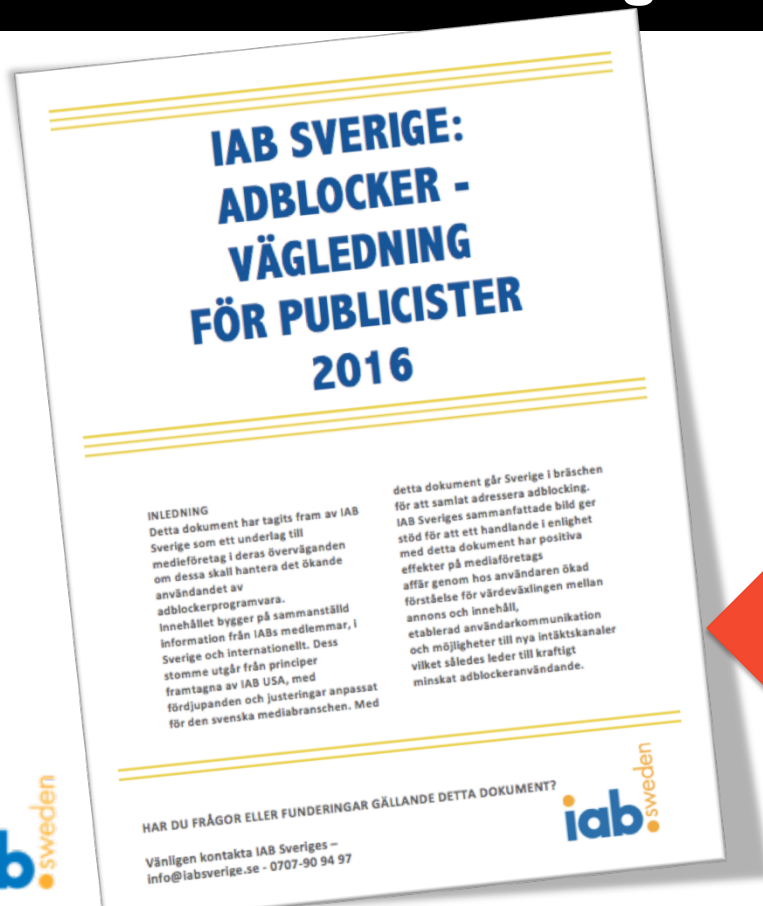
Hard to find who's in charge of the task at the publisher!

More expensive!

Took an extra month

Publisher want to improve ad environment first before blocking – takes time!

# Track 1 – Ad Blocker guidance for publishers July 2016



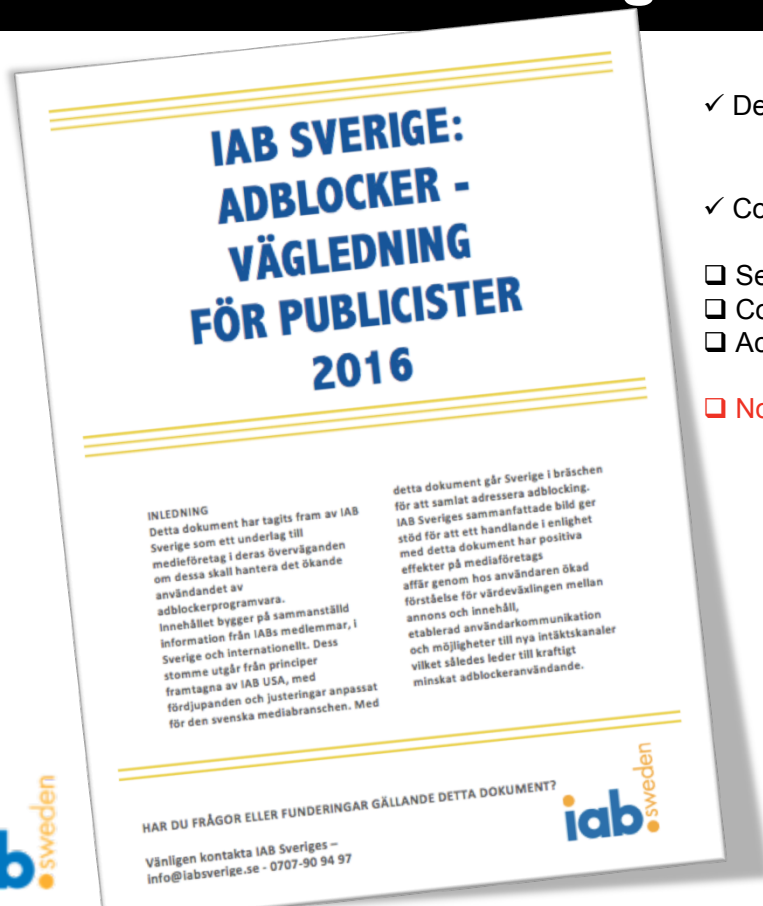
- ✓ Important task for IAB
- ✓ Slow down growth
- ✓ Sustainability
- ✓ Share experiences

- 
- ✓ Operational
  - ✓ Technical
  - ✓ Legal
  - ✓ Impact





# Track 1 – Ad Blocker guidance for publishers July 2016



- ✓ Detect August 31 “baseline”  
(IAB Sweden start measuring)
- ✓ Communicating – adblock users
- Selecting a consequence
- Conversion uninstall / white list
- Access / block
- No stats yet!

## Track 2 – Advertising Friendly Sweden – June 2016



✓ TASK FORCE – sellers, buyer, tech

- ✓ LATENCY
- ✓ INTRUSIVENESS
- ✓ INTERRUPTION
- ✓ QUALITY

✓ ASK ALL MEMBERS!

✓ **AGREE**

## Track 2 – Advertising Friendly Sweden – June 2016

- ✓ Long-term solution
- ✓ Signal value to consumers
- ✓ Pragmatic approach
- ✓ Updated annually



Apply to be approved

According to Ad Friendly Sweden

Start October 1 – 2016

Award with this seal!

Hook on to the Coalition for Better Ads!

# Thank You





## **It's a big DEAL – publisher engagement with users in the Netherlands, 2015 - 2016**

Jeroen Verkroost, CEO, IAB  
Netherlands



## IAB Netherlands – engaging consumers on the value of advertising, 2015-2016

- Campaign led by IAB NL, in collaboration with NL publisher organisation, brought together major Dutch online publishers
- Two ‘waves’ of engagement – one *before* improvements to the UX, one *after*
- Targeting users who actually deployed ad blockers (detection via Java script)

## IAB Netherlands – engaging consumers on the value of advertising, 2015-2016

- Presence of an ad blocker triggered a yellow banner – a blank screen saying, We see you are using an ad blocker – can we talk?
- Re-directed to a central page explaining the value exchange, and asking why people are using ad blockers
- Qualitative feedback – over 400 people responded in detail with their reasons for blocking ads

## IAB Netherlands – engaging consumers on the value of advertising, 2015-2016

- Based on user feedback, IAB NL and publishers developed ten steps they could take to make users happier
- Commitment was “best effort” – not binding, and with some publishers admitting they could not follow 100%



## IAB Netherlands – engaging consumers on the value of advertising, 2015-2016

- Second wave of dialogue with users after a few months
- Targeted only users who had been in the first survey
  - Did people understand why ads appeared on the sites?
  - Would they consider white-listing, or turning off the ad blocker?

## IAB Netherlands – engaging consumers on the value of advertising, 2015-2016

- Results were surprisingly positive
  - Nearly half of users (48%) say they would selectively switch off the ad blocker for, or whitelist, *trusted* publishers
  - Only 22% said they would *never* unblock ads
  - Up to 38% of users would not want their websites to be deprived of revenue
  - Research conducted by IAB NL shows that 68% of respondents understand that website quality depends on advertising revenue
- Experience shows value of direct engagement and dialogue – consumers seem to appreciate seeing industry actively listening and doing something with the feedback
- IAB NL are now considering doing another follow up benchmark measurement together with the publishers in fall/winter to see how the situation develops – more to follow!

# Thank You

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