Using data to improve consumer experiences

Scott Spencer, Director Product Management, Sustainable Advertising at Google

"I love ad blockers. I really notice a big difference. Makes my experience an easier and more fun time. I've told so many friends to do it."

Melissa J.

"It seems to improve the speed of my internet connection, and it keeps unwanted ads from popping up when I'm reading or typing."

Carlos A.

Google

"They save so much time: five seconds every time I view a YouTube video, two seconds I would have wasted closing every pop-up, 10 seconds I would have wasted getting distracted by flashy ads on the side..."

Shashank K.

406m mobile **ad blockers**

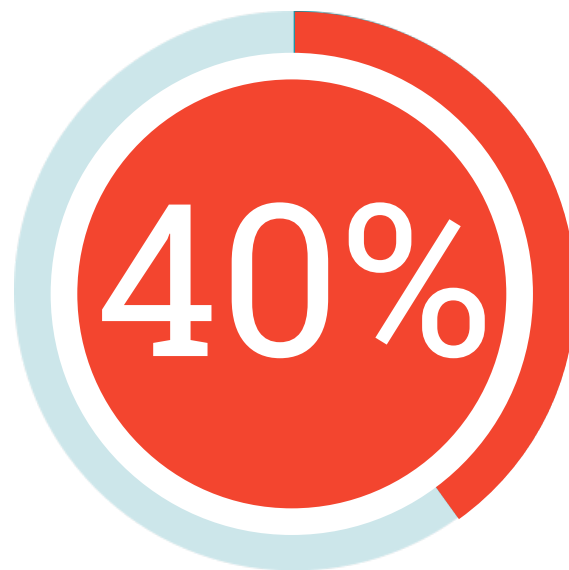Global monthly active ad blocking browser users (mobile). Source: Pagefair.

90% YoY growth

198m desktop **ad blockers**

Global monthly active ad blocking software users (desktop). Source: Pagefair.

40% YoY growth

Google

35-70%

...of ad blocking users say **ads that distract or block content** are what caused them to install an ad blocker.

How do we reduce demand for ad blocking?

By **improving** ads experiences across the web

The Methodology

Largest Study of its kind

>24K Participants

12 Iterations

77 Ad Experiences

(40 Desktop, 37 Mobile)

33 Studies Run

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Testing environments

Mobile Websites

Desktop Websites

In-Stream Videos
(In Progress)

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Key Principles

Adopts the **user's perspective** and measure perception of ads **in context**

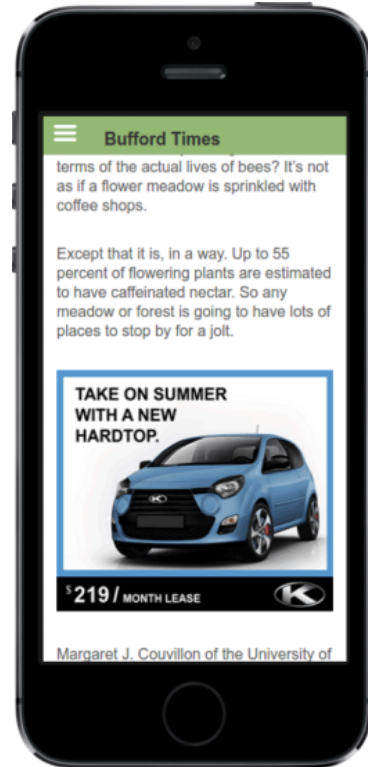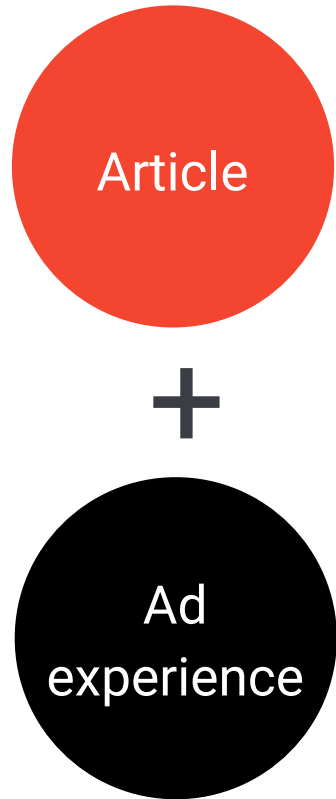| **rigorous**	**comprehensive**	**extensible**	**replicable**
controls for extraneous factors	Measures a broad array of experiences	evolves as new ads are developed	Uses tools available to other researchers

Methodology was developed over a couple of years through a series of **qualitative, quantitative, and validation** studies

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Testing everyday experiences uncovers how users feel

Article

+

Ad experience

Bufford Times

terms of the actual lives of bees? It's not as if a flower meadow is sprinkled with coffee shops.

Except that it is, in a way. Up to 55 percent of flowering plants are estimated to have caffeinated nectar. So any meadow or forest is going to have lots of places to stop by for a jolt.

TAKE ON SUMMER WITH A NEW HARDTOP.

$219 / MONTH LEASE

Margaret J. Couvillon of the University of

1 Read an article on a mock site

2 Same article, with and without different ad experiences

3 Asked about overall web-page and ad experiences (absolute and relative)

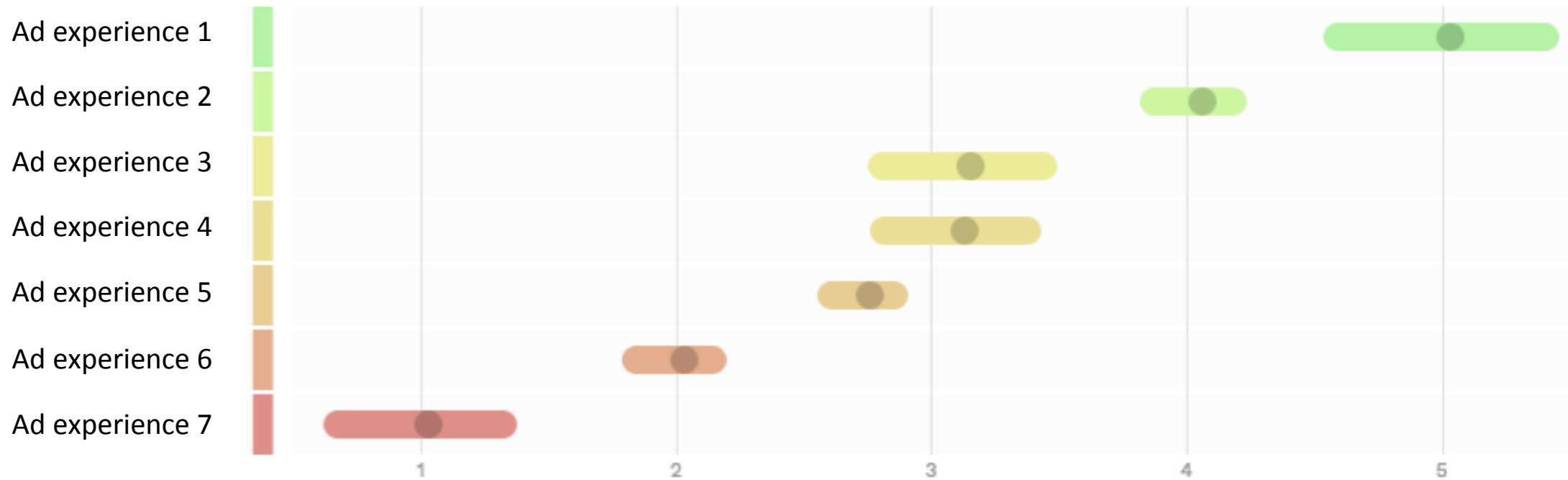**4** At the end of the study, participants are asked to rank which ad was the most and least annoying.

Google

Initial Results

What makes an ad annoying?

Results align with and extend LEAN's findings
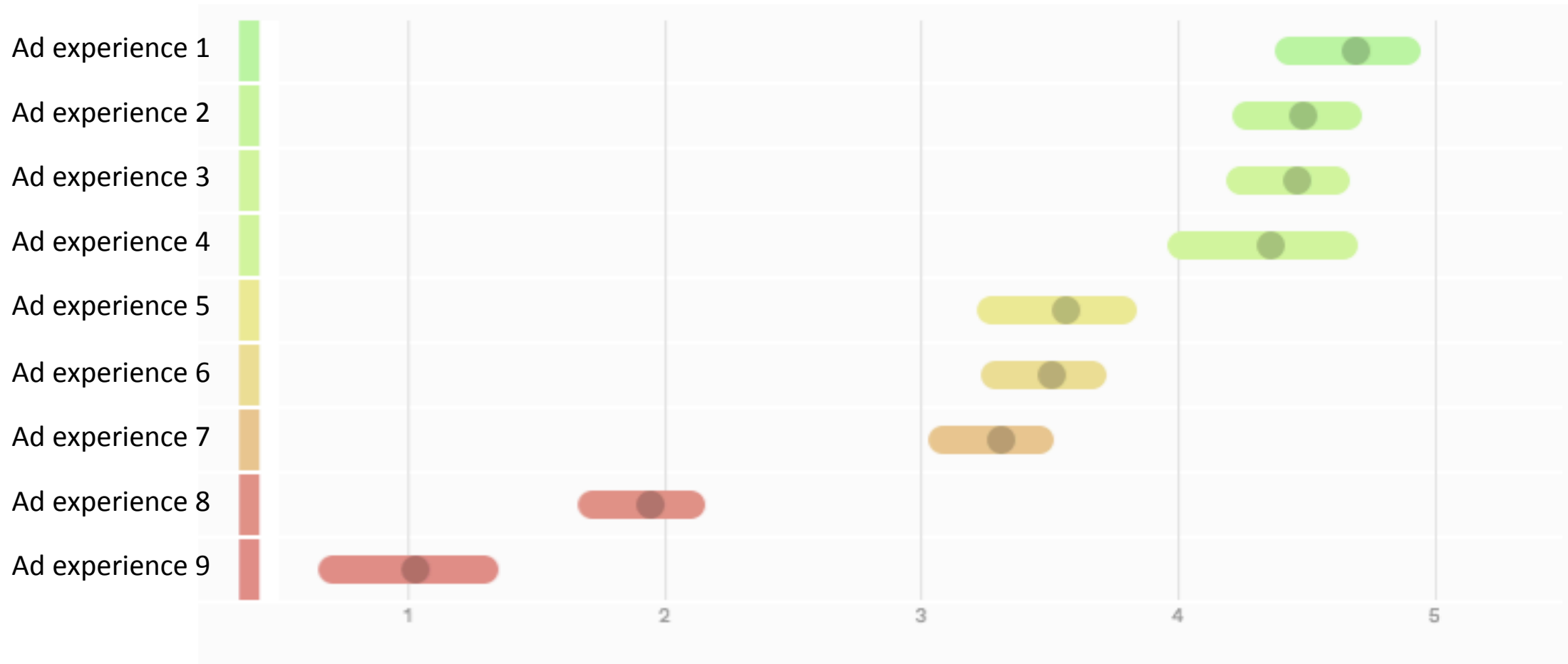
Extremely annoying

Not annoying

- Ads with flashing animations and sound
- Ads that pop up in the middle of reading
- Heavy ad density (e.g. 35 or 50% on mobile)
- Non-skippable Ads

Sticky

Animated

Popup

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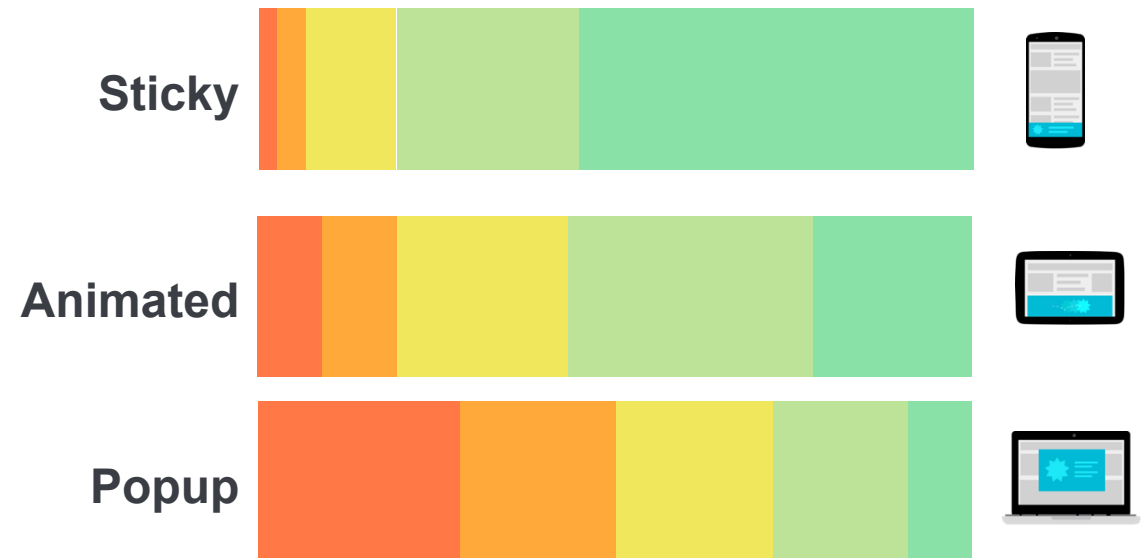
Mobile Ad Experience Rankings

What's Next?

Testing Internationally

We plan to test globally - starting first with US and Europe:

- **US**
- **UK**
- **Spain**
- **Italy**
- **Germany**

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Regional Standards

?

How do ad perceptions change from country to country?

?

How can we develop regional standards?

?

How do we minimize the number of standards?

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Testing More Formats and testing environments

~40 formats tested with 120 by end of quarter
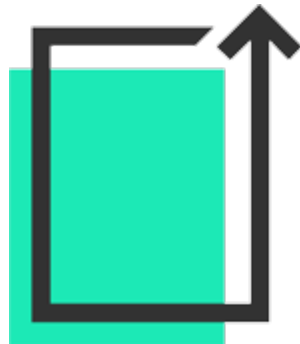
Mobile
Websites

Desktop Websites

In-Stream
Videos
(In Progress)

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Coalition for Better Ads

Work with the industry to help convert our data into a Standard for Better Ads

Takeaways

Ad blocking is a symptom, but ad blockers threaten the free an open web

The underlying problem is bad ad experiences – standards can help

Good standards are consumer focused and data based

The Coalition for Better Ads is the best forum for the industry to come together and address ad experience

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Questions

Thank You

Scott Spencer

Google