REACHING & INFLUENCING AD FILTERING USERS
Executive Summary

1. **Ad-Filtering can help to decarbonize media and to reach your sustainable media goals**
   Reaching ad-filtering users requires the use of low bandwidth ads that have less carbon emissions, allowing advertisers to optimize toward a more sustainable footprint.

2. **Ad-Filtering users are a valuable and growing audience**
   Marketers should be paying more attention to the emerging audience of ad-filtering users. They are open and responsive to nonintrusive ads and are comprised of young decision makers.

3. **Less ad clutter delivers on both brand and consumer needs**
   Fewer ads on webpages solves a whole host of issues, including more effective ads and less annoyance for consumers.
Two critical, intersecting industry problems

1. Too much ad clutter

50%

Of consumers say online ads aren’t just annoying, they are incessant

2. Ad blocking is on the rise

Over 290M

Global monthly active users use desktop ad blocking

Source: © BLOCKTHROUGH | 2022 PageFair Adblock Report
THE GOOD NEWS:
Many are opting for the in-between – ad filtering
Research Questions

1. What role does clutter play in ad effectiveness?
2. What do advertisers need to know about Ad-Filtering users?
Our Methodology

WHAT
Controlled testing of display ads on high and low-clutter pages on desktop/laptop

HOW
Recruited participants from a representative online panel. Participants viewed webpages based on personal interests, with brand or control* ads served based on randomization. Post survey to measure effectiveness

SAMPLE SIZE
1,289

Low-Clutter Web Experience
Ad-Filtering users viewed premium content with very few ads cluttering the page

High-Clutter Web Experience
Non-Ad Blocking/Filtering users viewed premium content with standard ad load - many ads cluttering the page

* Control ads were public service announcements
Brands we tested
LESS CLUTTER

MORE

IMPACT

LEARN MORE
Ads on low-cluttered pages are more memorable among critical audiences

Those Who’ve Never Purchased/Used the Brand
% Difference Between Low-Clutter and High-Clutter Pages

+82% AIDED AD RECALL

+62% UNAIDED AD RECALL

Those who’ve never purchased/used the brand: Low-Clutter Webpages: Exposed n=179, Control n=165
High-Clutter Webpages: Exposed n=192, Control n=190
Ads on low-cluttered pages are more cost efficient and lead to higher return on ad spend

COST EFFICIENCY
Aided Ad Recall - Total Audience
Cost to Impact Per 1,000 People

Low-Clutter Page

$4.00

84% Savings

High-Clutter Page

$27.00

Q: Which of the following brands, if any, do you recall seeing an ad for?
Low-Clutter Page: Exposed n=322, Control n=319
High-Clutter Page: Exposed n=324, Control n=324
Low-clutter pages allow display to move beyond top-funnel metrics

The same ad on a low-cluttered page is more effective at driving brand trust

**BRAND IS “TRUSTWORTHY”**

In-Market For Product - Delta (Exposed – Control)

Q: How much do you agree or disagree with the following statements about ____?

Brand Metrics: In-Market for product; Low-Clutter Webpages: Exposed n=178, Control n=188;
High-Clutter Webpages: Exposed n=170, Control n=173

Control ad = Public Service Announcement

↑ = significant difference between exposed and control at >90% confidence

Low-Clutter Webpages

![Yellow bar with +9%↑]

High-Clutter Webpages

![Red bar with 0%]
AD-FILTERING USERS

Can't be ignored
Ad-Filtering users are the future customer base

Ad-Filtering users are typically younger and making critical purchase decisions

How Do Ad-Filtering Users Differ From Non-Ad Blocking/Filtering Users?
Audience Profile, Indexed

Ad filtering users indexed to non-ad filtering/blockers users (100)

158
126
116
109
108

Generations

Primary Purchasers by Vertical

FINANCIAL
TECH
AUTO
Most who aren’t using blocking/filtering technology want what it offers

**Value Of Online Ad Control | Non-Ad Filtering/Blocking Users**

- Scale 1-10 (Top 3 Box)

Q: How much do you value the following?

Non-Ad Filtering/Blocking users: n=648

The ability to have control over the **types** of ads I see online

The ability to have control over the **number** of ads I see online

63%

62%
Those who don’t use ad blocking or filtering software would use ad filtering if they could

40% of people don’t use ad blockers due to lack of knowledge

Reasons for not using ad blockers - % Agree

- Don’t know how to use them: 28%
- Don’t know what ad blockers are: 12%

Q: Why don’t you use an ad blocker?  
Non-Ad Filtering/Blocking users n=648
IMPROVING THE MEDIA MIX TOWARDS LOWER CARBON EMISSIONS
Low bandwidth ads generate lower emissions regardless of device

% Savings in Carbon Emissions Using Static Instead of Animated Banners

Based on impression estimates on top news site(s) using Scope3’s January emissions model (gCO₂e) per 1MM impressions

34% Savings with static ads on mobile

Did you know?
A :15 second video ad causes at least 10x the carbon emissions of a banner ad

16% Savings with static ads on desktop
Ad filtering reduces the total number of ads, further reducing waste

Average Carbon Emissions For Tested Pages (gCO$_2$e)

Scope3 works to decarbonize media and advertising
Based on impression estimates on top news site(s) using Scope3’s January emissions model
Low-Clutter Webpages = 0.8, High-clutter pages = 10.0
Note: The reduction may be up to 11.5x based on the number of ad slots filtered
Implications
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1. Uncluttered pages are worth a premium
   Brands are more effective at capturing the attention of critical audiences by running in low-cluttered pages, allowing for greater impact on metrics that matter.

2. Don’t miss out on Ad-Filtering users
   Ad-Filtering users aren’t who you think they are; they make purchase decisions for critical categories and it’s likely to be a growing audience with a young demographic.

3. Less clutter is greener for brands and the environment
   Ad clutter is a waste of both media budget and energy. Reducing ad clutter is one opportunity for our industry to become more sustainable and decarbonize media.
THANK YOU