



REACHING & INFLUENCING

AD

FILTERING

USERS

eye/o

# Executive Summary

1

## **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

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

## **Ad-Filtering can help to decarbonize media and to reach your sustainable media goals**

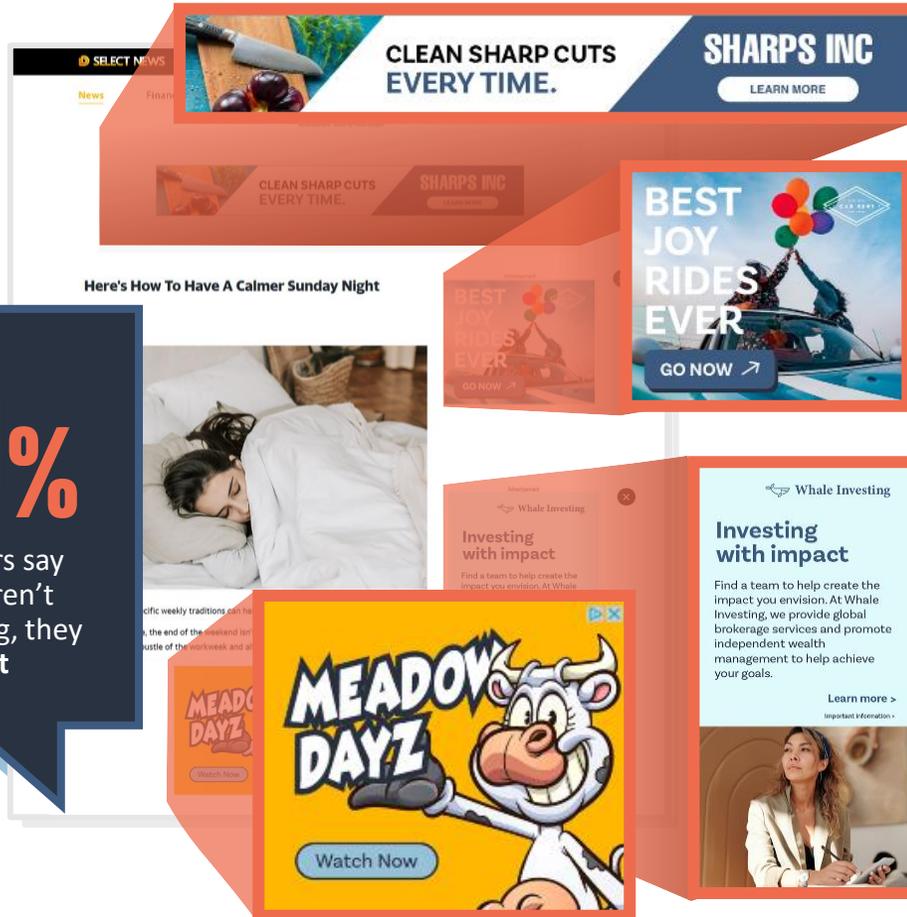
Reaching ad-filtering users requires the use of low bandwidth ads that have less carbon emissions, allowing advertisers to optimize toward a more sustainable footprint

# 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

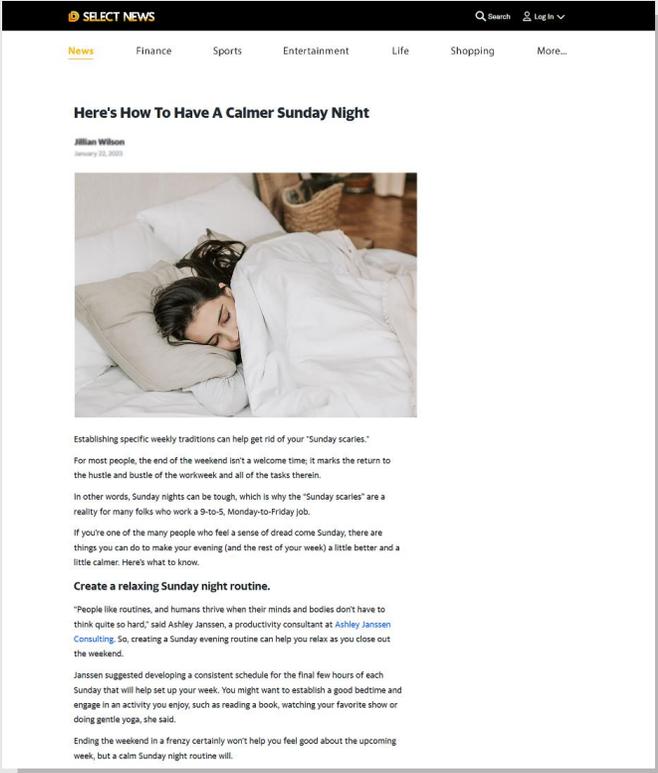
Global monthly active users use desktop ad blocking



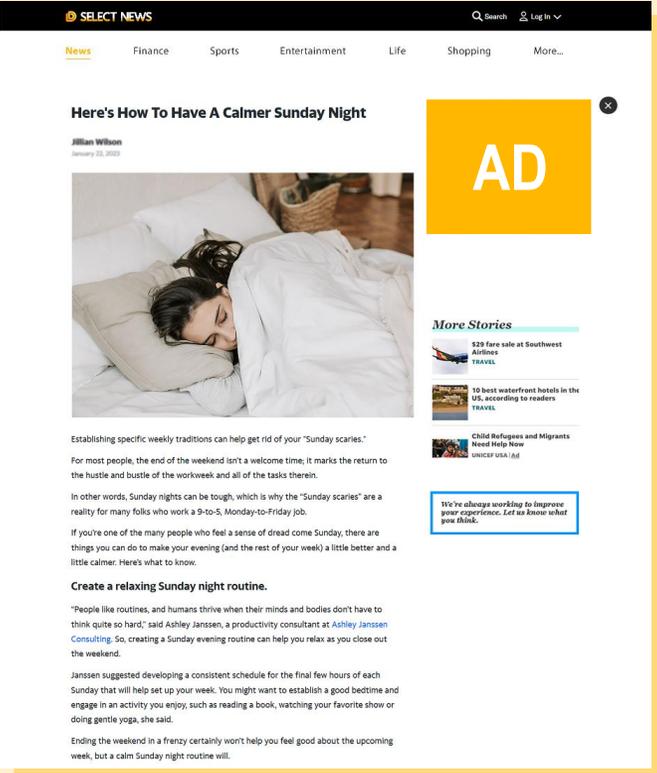
THE GOOD NEWS:

# Many are opting for the in-between – ad filtering

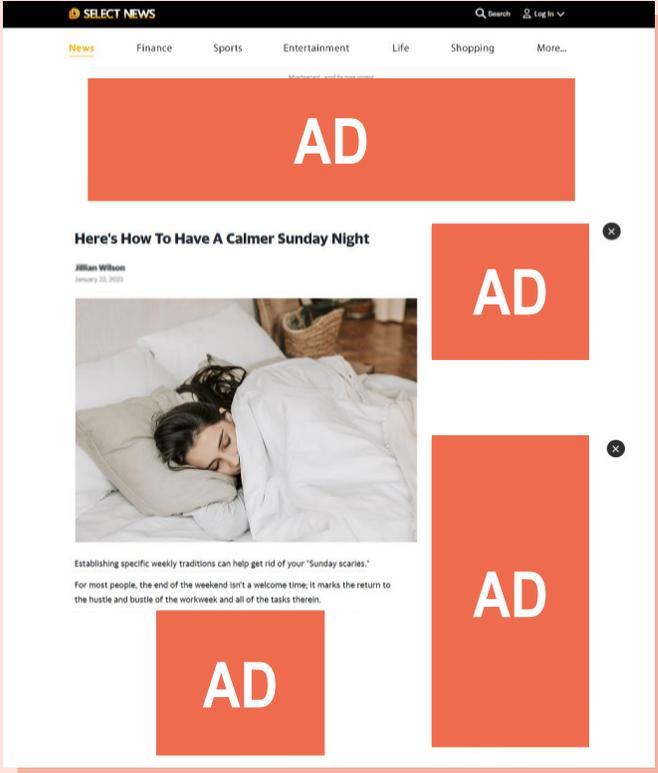
### Ad-Blocking Users Block all online ads



### Ad-Filtering Users Filter out annoying, intrusive ad formats



### Non-Ad Filtering/Blocking Users Don't block or filter any ads



# Research Questions

What role does clutter play in ad effectiveness?

1

What do advertisers need to know about Ad-Filtering users?

2

# Our Methodology

## WHAT

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

## HOW

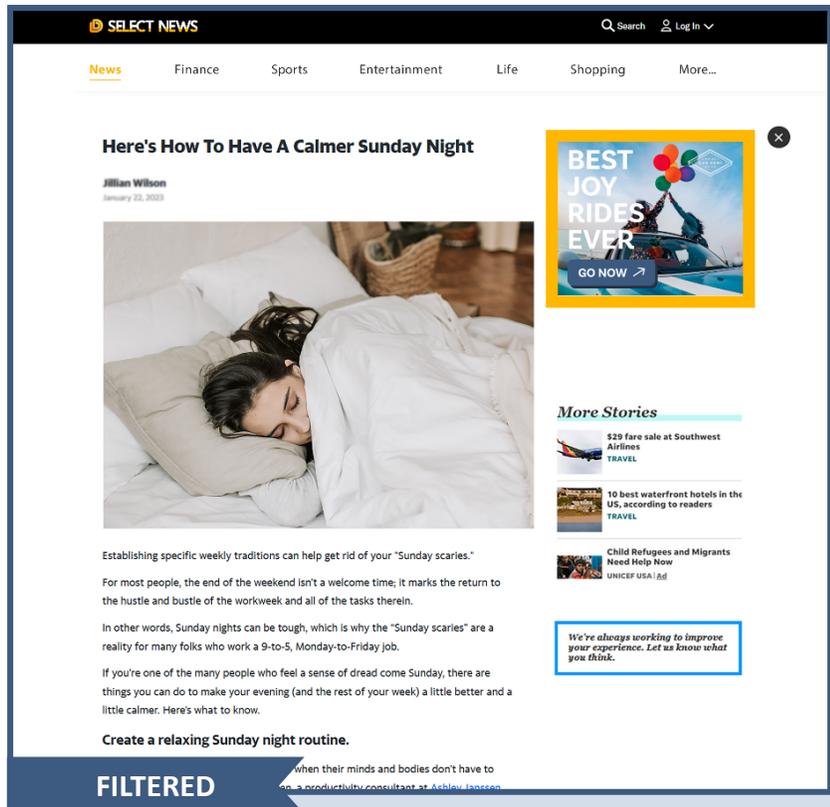
Recruited participants from a representative online panel. Participants viewed webpages based on personal interests, with brand or control\* ads served based on randomization. Post survey to measure effectiveness

## SAMPLE SIZE

# 1,289

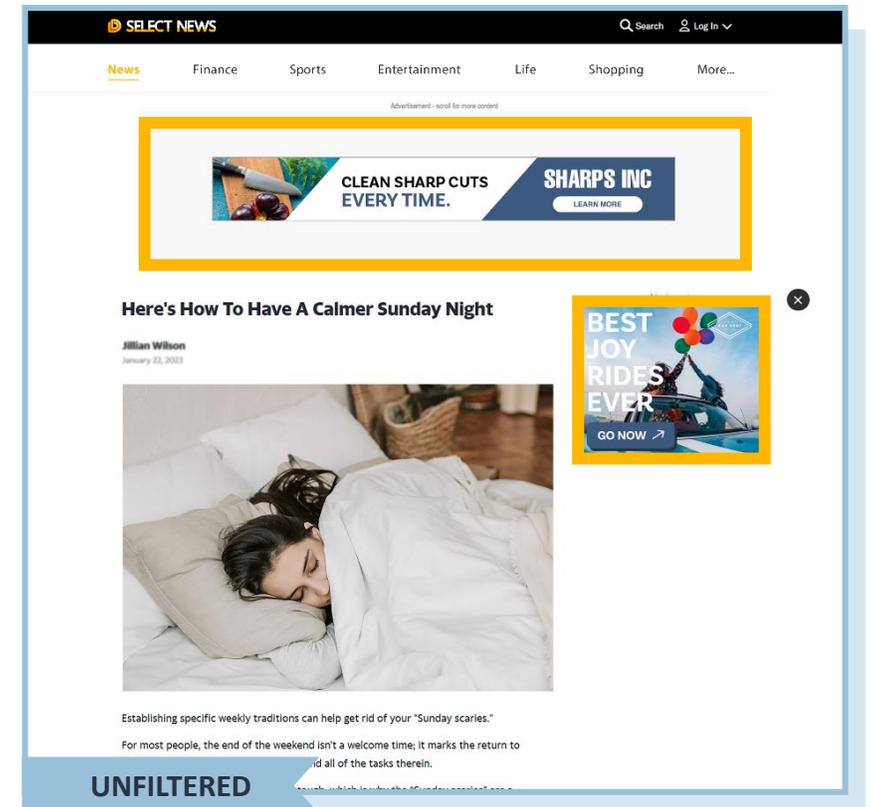
### Low-Clutter Web Experience

Ad-Filtering users viewed premium content with very few ads cluttering the page

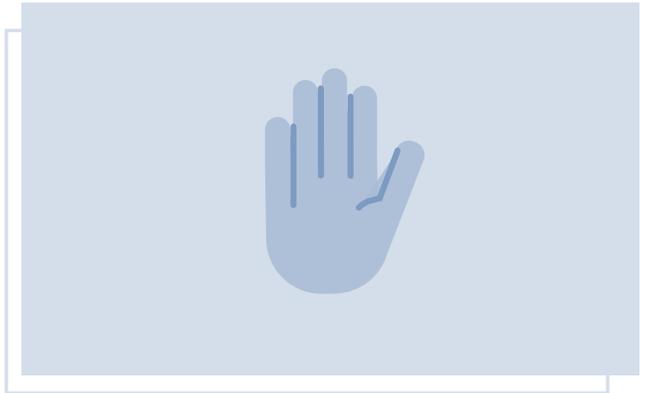
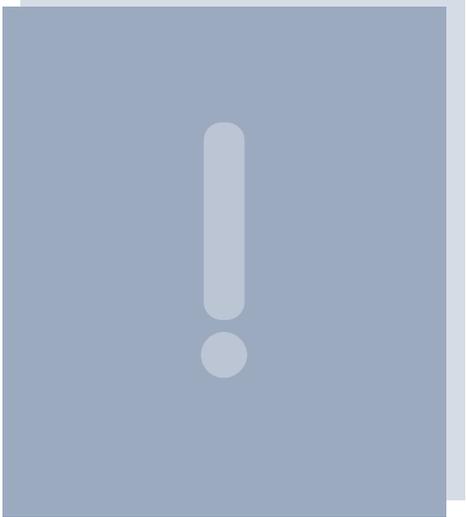
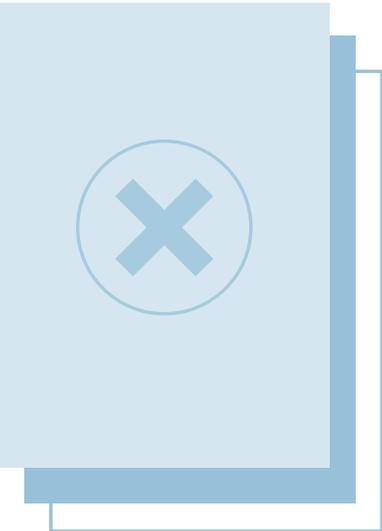
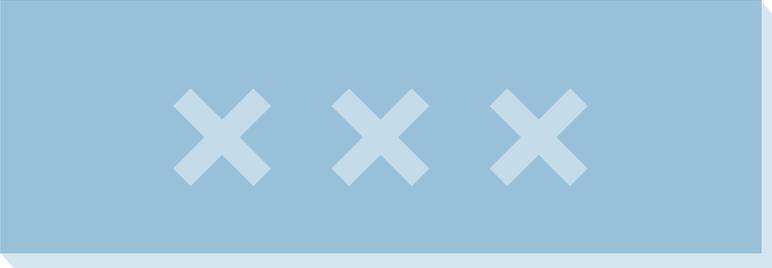


### High-Clutter Web Experience

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



# Brands we tested



LESS CLUTTER

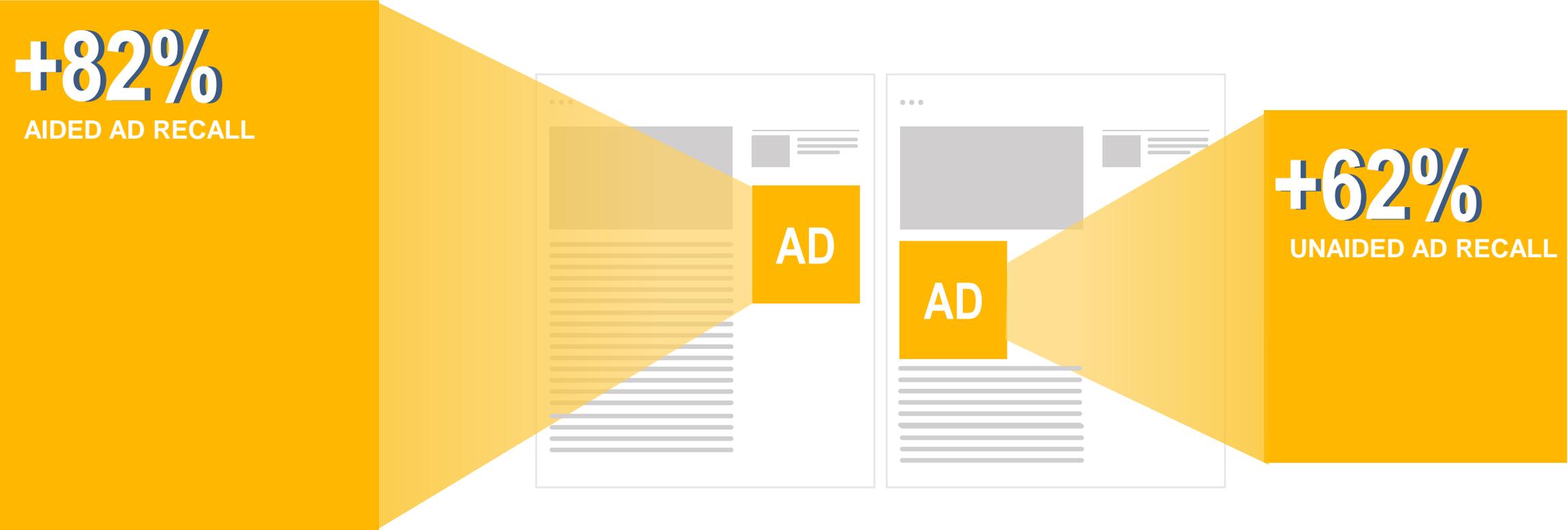
**MORE**

IMPACT



# 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



# Ads on low-cluttered pages are more cost efficient and lead to higher return on ad spend

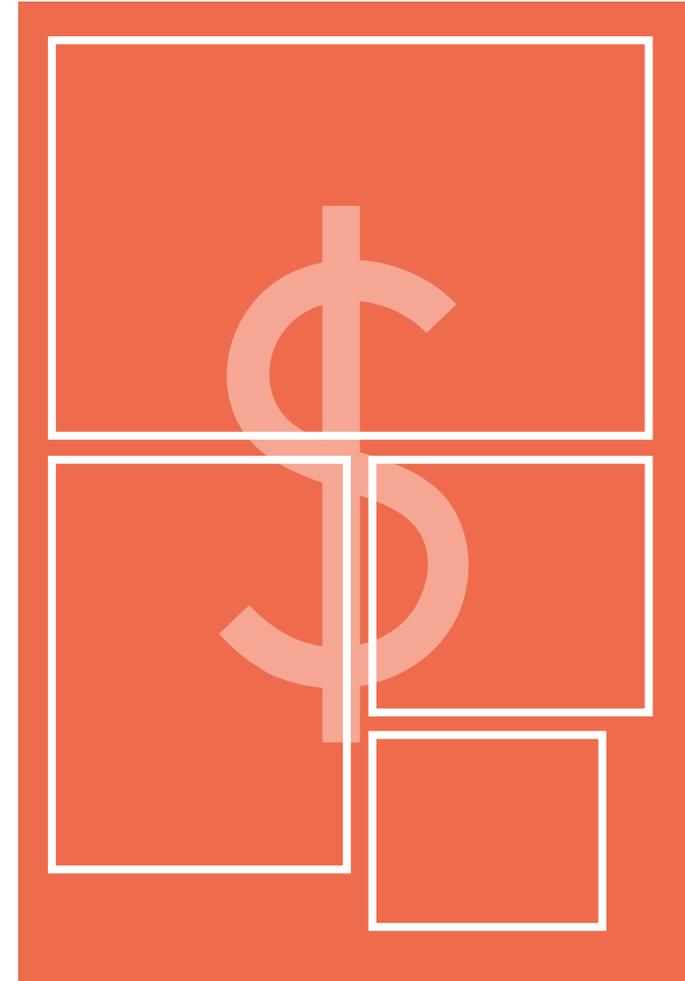
## COST EFFICIENCY

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



\$27.00

High-Clutter Page



# 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)



### Low-Clutter Webpages



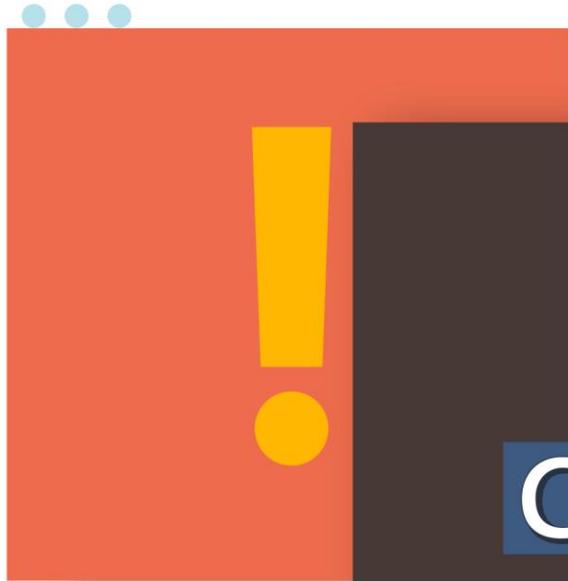
### High-Clutter Webpages



Q: How much do you agree or disagree with the following statements about \_\_\_\_? "is a brand I trust"  
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

AD-FILTERING USERS

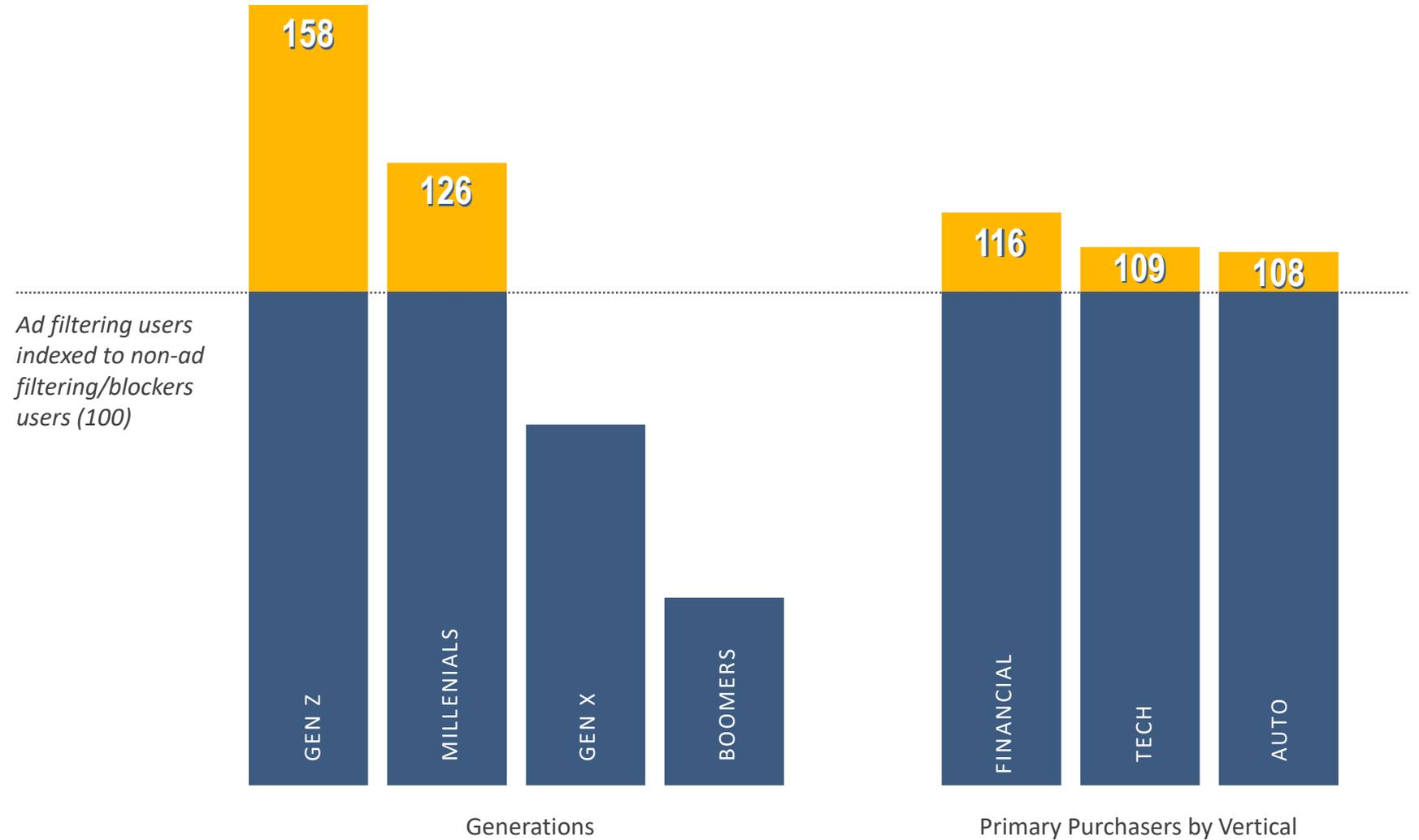
CAN'T BE  
IGNORED



# Ad-Filtering users are the future customer base

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

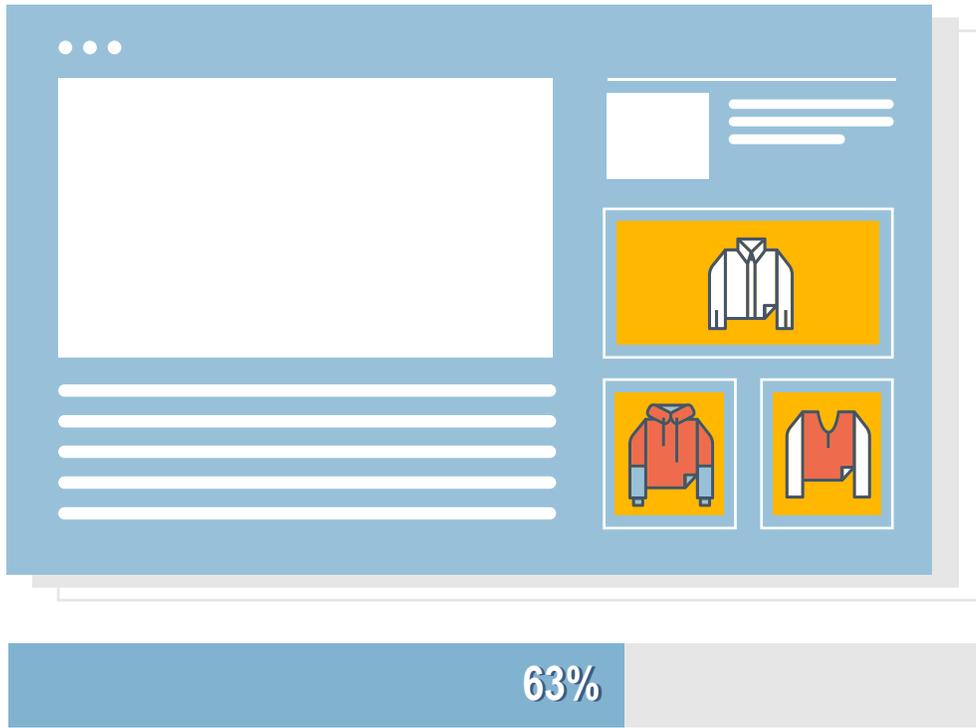
**How Do Ad-Filtering Users Differ From Non-Ad Blocking/Filtering Users?**  
Audience Profile, Indexed



# 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)

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



# 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



Don't know what ad blockers are



IMPROVING THE MEDIA MIX TOWARDS

LEARN MORE

Lower  
CARBON  
emissions

BUY

SALE

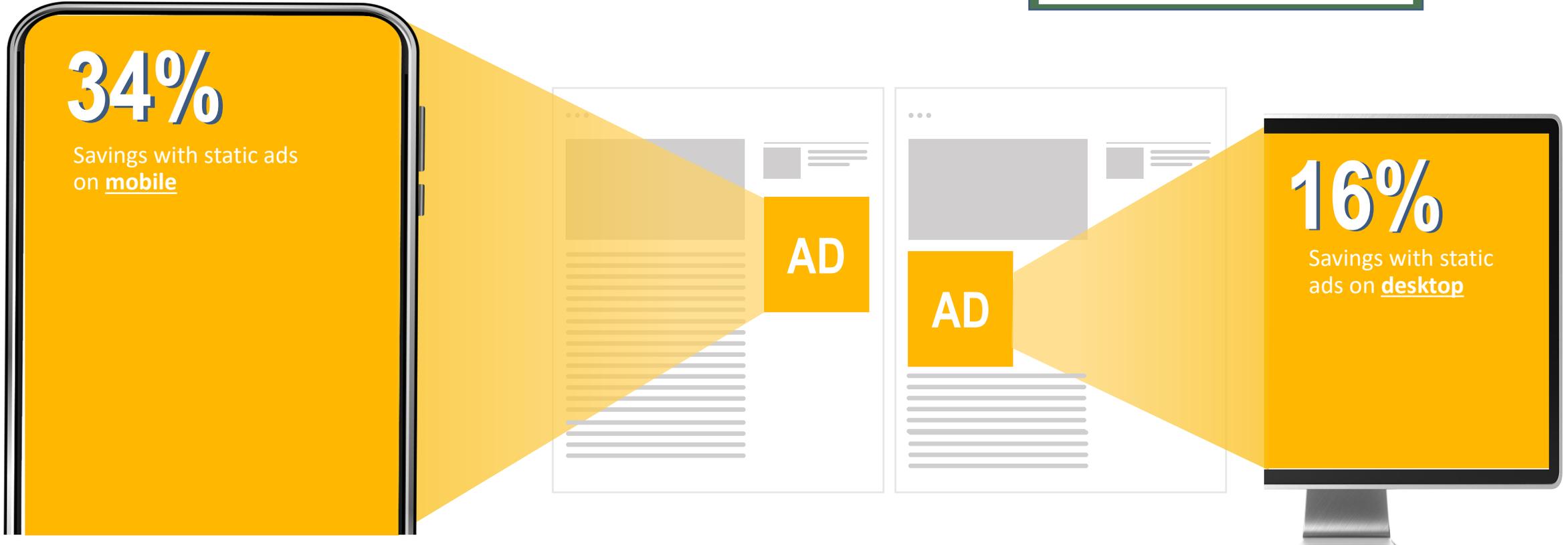
CLICK

# Low bandwidth ads generate lower emissions regardless of device

% Savings in Carbon Emissions Using Static Instead of Animated Banners

●●● SCOPE3

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

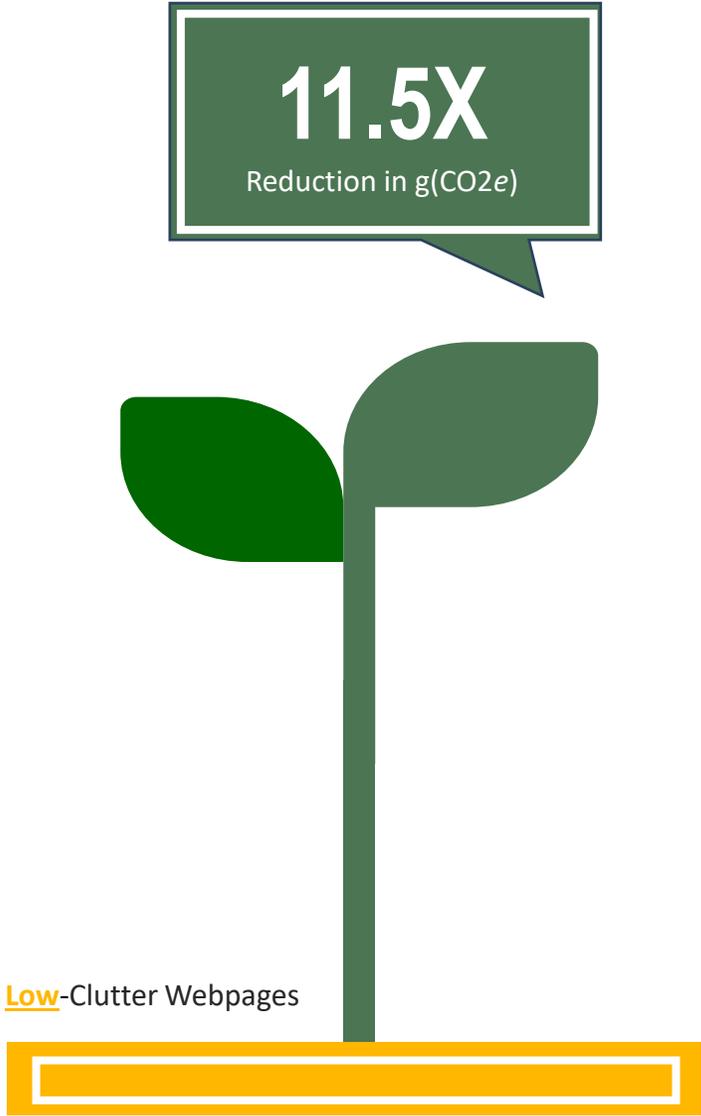


17 Based on impression estimates on top news site(s) using Scope3's January emissions model (gCO<sub>2</sub>e) per 1MM impressions

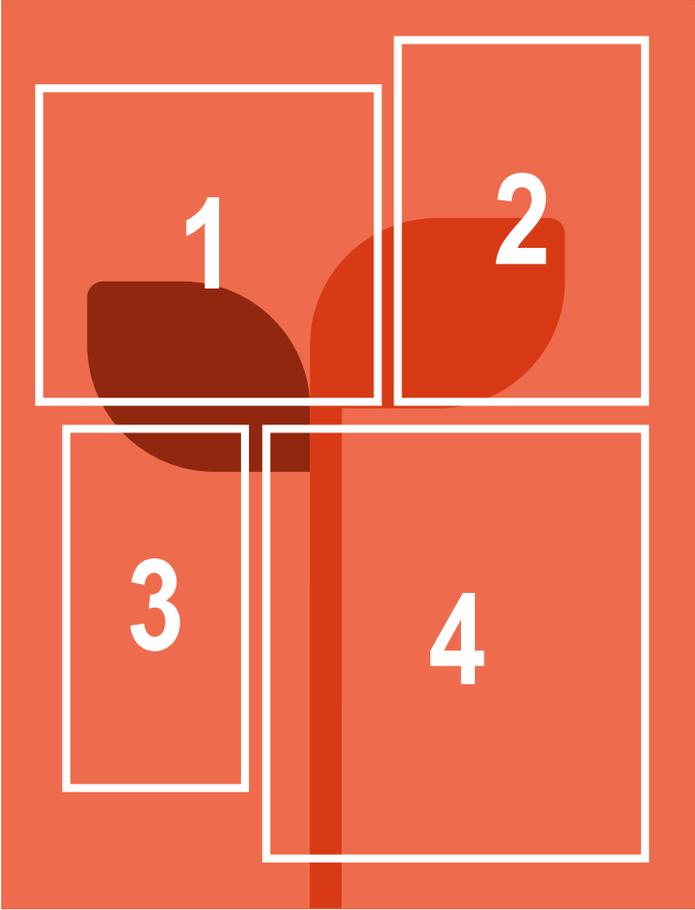
# Ad filtering reduces the total number of ads, further reducing waste

Average Carbon Emissions For Tested Pages (gCO<sub>2</sub>e)

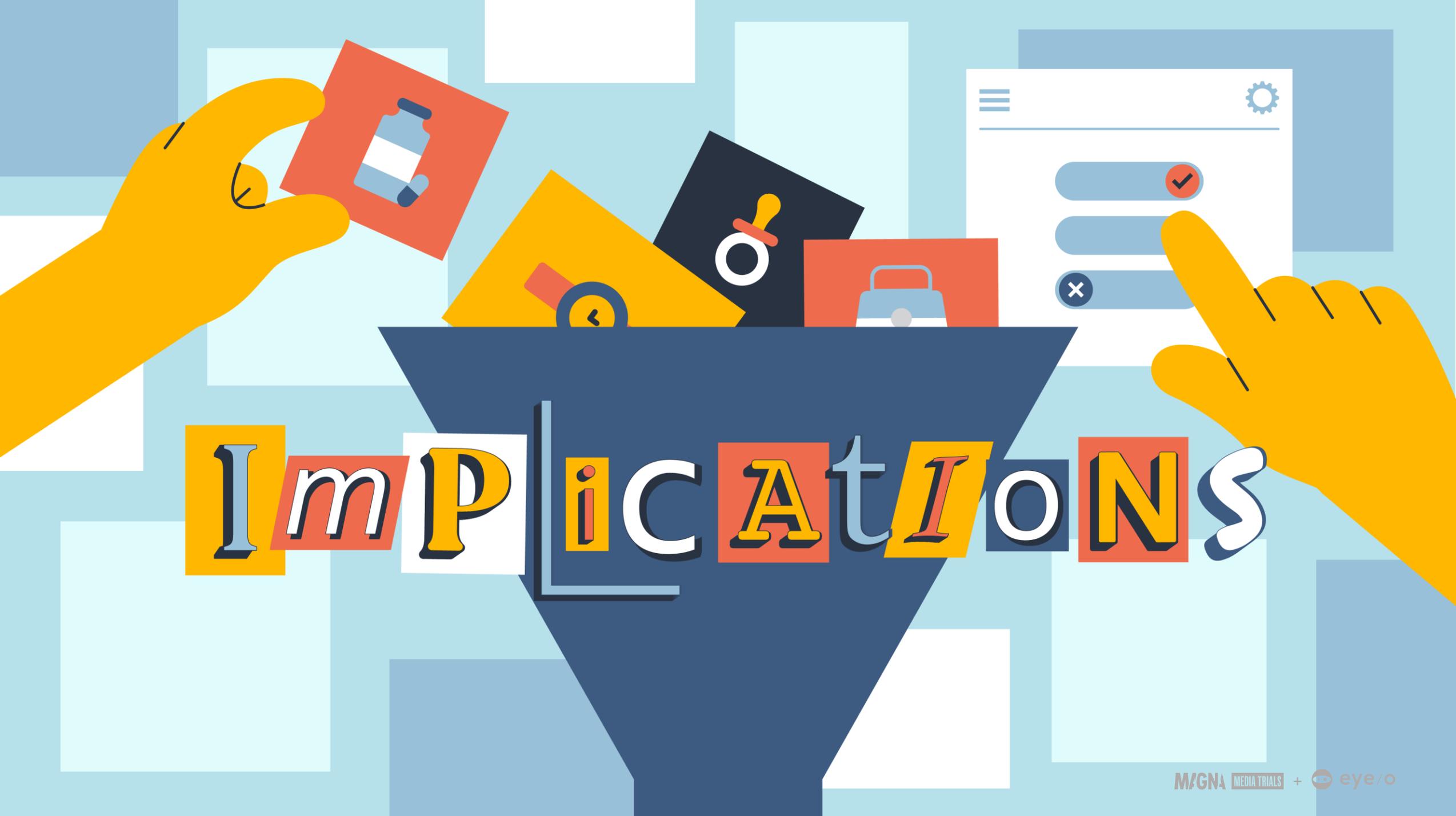
●●● SCOPE3



High-Clutter Webpages



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

An illustration featuring a dark blue funnel in the center. Inside the funnel are several icons: a blue and white pill, a yellow triangle with a blue circle and arrow, a black square with a white circle and yellow dot, and a red square with a blue car. To the left, a yellow hand holds a red square with a blue and white pill icon. To the right, a yellow hand points at a white rectangular panel with a gear icon, a hamburger menu, and three blue rounded rectangles with a red checkmark, a white 'x', and a white checkmark. The background consists of light blue and white squares.

# Implications

# Implications

# 1

## Uncluttered pages are worth a premium

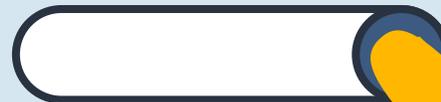
Brands are more effective at capturing the attention of critical audiences by running in low-cluttered pages, allowing for greater impact on metrics that matter



# 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



