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How the Better Ads Standards will matter to your bottom line

Thursday, February 1, 2018



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Today's agenda: Better Ad Standards

- What are the Better Ad Standards?
- Google Chrome ad filtering
- Ad Experience Reports





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What are the standards?

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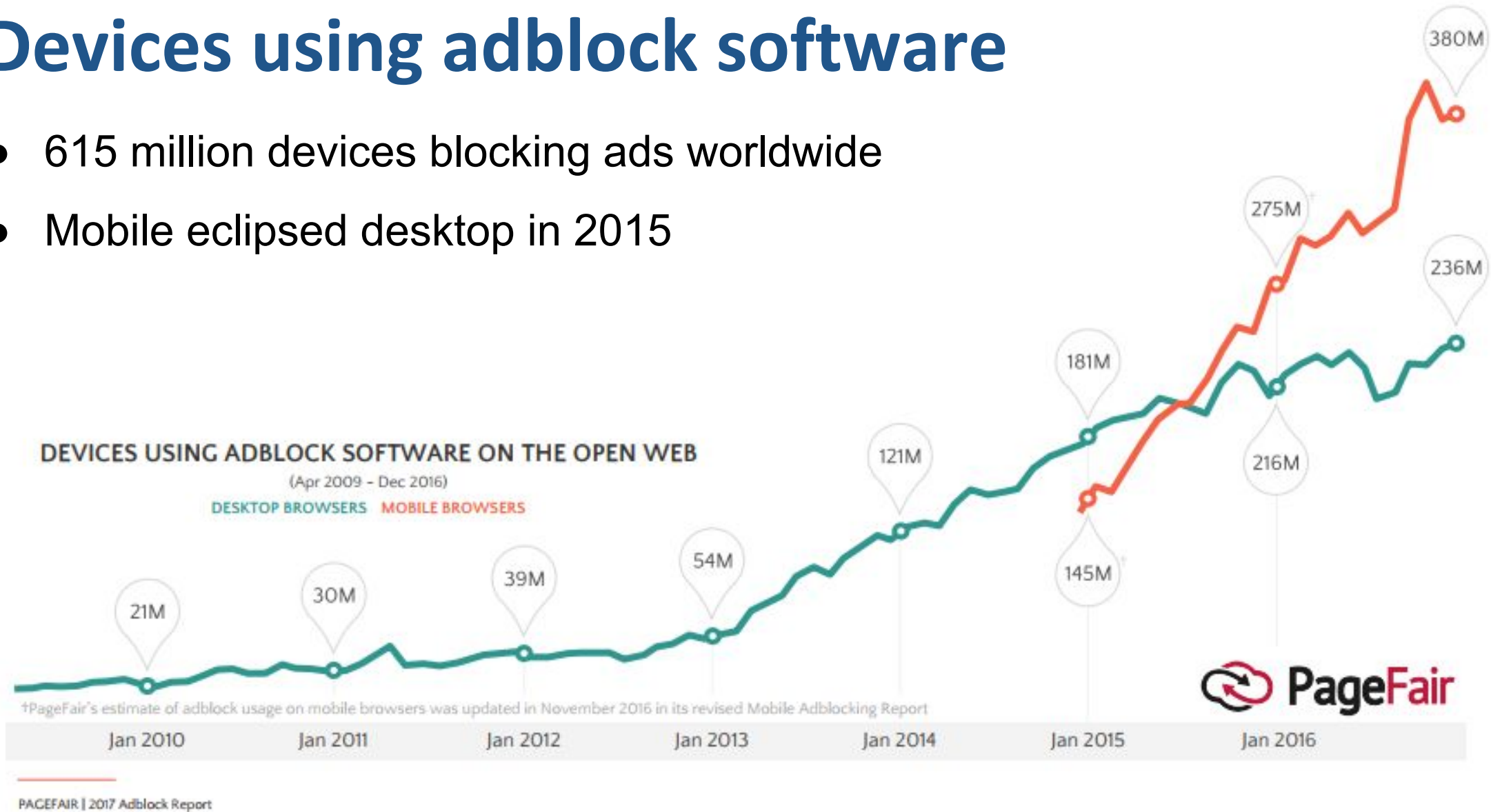
Coalition for Better Ads (CBA)

- Established in September 2016
- Consists of publishers, advertisers, ad agencies, trade associations
- Research from over 25,000 users
- Created the Better Ads Standards (BAS)
- **CBA's GOAL:** Improve consumers' experience with online advertising



Devices using adblock software

- 615 million devices blocking ads worldwide
- Mobile eclipsed desktop in 2015



Why do users block ads?

Users install ad blockers or abandon pages due to:

- Intrusive or annoying ad experiences
- Inability to access page content

User-friendly ad types:

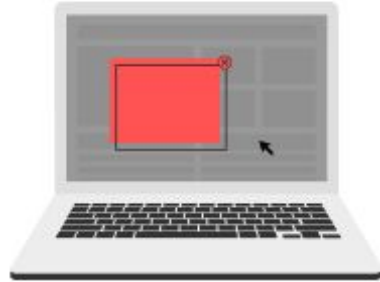
- Load quickly
- Relevant to the user or content
- Proper placement



Better Ads Standards—Desktop



Pop-up Ads



Auto-playing Video Ads with Sound



Prestitial Ads with Countdown



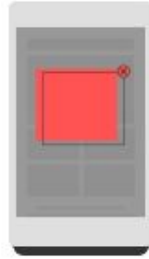
Large Sticky Ads



Better Ads Standards—Mobile



Pop-up Ads



Prestitial Ads



Ad Density Higher Than 30%



Flashing Animated Ads



Auto-playing Video Ads with Sound



Postitial Ads with Countdown



Full-screen Scrollover Ads



Large Sticky Ads



Ad density higher than 30%

- Disruptive ad experience
- Ads should absorb no more than 30% of vertical height of main content.
- Main content:
 - Begins at top of page
 - Ends at the bottom of the story

Avoid large ads on short articles!

EXAMPLE

Main Content = 1395px (100%)
Two 300x250 ads = 500px (35.8%)
Not compliant with BAS





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What will be impacted?

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Chrome browsers

- **Ad filter starts February 15th, 2018**
- Ad Experience Reports —
Manual reviews of sites by Google
- Once cited: 30 days to fix violations
- **All ads** for Chrome users on
non-compliant sites **will be blocked**
- Includes: DFP, Ad Manager,
sponsored stories, sponsored blocks



**30% of monthly traffic
comes from Chrome**

based on BLOX CMS hosted sites

Firefox, IE and Safari

- Microsoft has joined the CBA
- Safari and Mozilla have not yet joined
- Other browsers are expected to apply similar policies based on BAS

The image features the logos for three web browsers: Firefox (a colorful fox head), Safari (a blue compass), and Internet Explorer (a blue 'e' with a yellow ribbon). They are arranged in a cluster on the right side of the slide.

**85% of monthly traffic
is at risk to be blocked**

based on BLOX CMS hosted sites



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What do you need to do?

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Self audit your site

- Review your site including:
 - Ad density on articles
 - Businesses and Classifieds blocks
 - Sponsored stories
 - Sponsored widgets
- Remove all non-compliant ad types
- Implement **Automatic Ads** to improve ad density



Google's Ad Experience Reports

- Site reviews in Google Search Console
- Status:
 - Not reviewed
 - Passing
 - Warning
 - Failing
 - Review pending
- Includes video evidence of violation
- 30 days to fix issues
- Re-submit site for review once fixed



Google's Ad Experience Reports

Google

Web Tools

Ad Experience Report

Desktop

Mobile

Abusive Experiences

Testing Tools

Other Resources

Search Console

Ad Experience Report: Mobile

An ad experience is the combination of site layout and behavior, and content and ads that your users are exposed to. If our review system rep

Root domain: ? Region: A ? Ad filtering: Off ?

Status: Warning

Google has detected some violations on the mobile version of your site. [Learn more](#)

Site design issues

Creative issues

Abusive violations

Issue	Description	What we found ?
Ad Density Higher Than 30%	When ads on a mobile page take up more than 30% of the vertical height within the main content portion of the page, the result is a disruptive ad experience, regardless of whether these ads are text, video, or static images. This includes "sticky" ads and in-line ads. Learn more	View 3 examples



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What does it look like?

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Takeaways

- Chrome ad filtering begins February 15th, 2018
- Adhere to the CAB Better Ads Standards
- Perform a self audit of your site
- Review your Ad Experience Report
- Fix any violations and submit for re-review





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Questions

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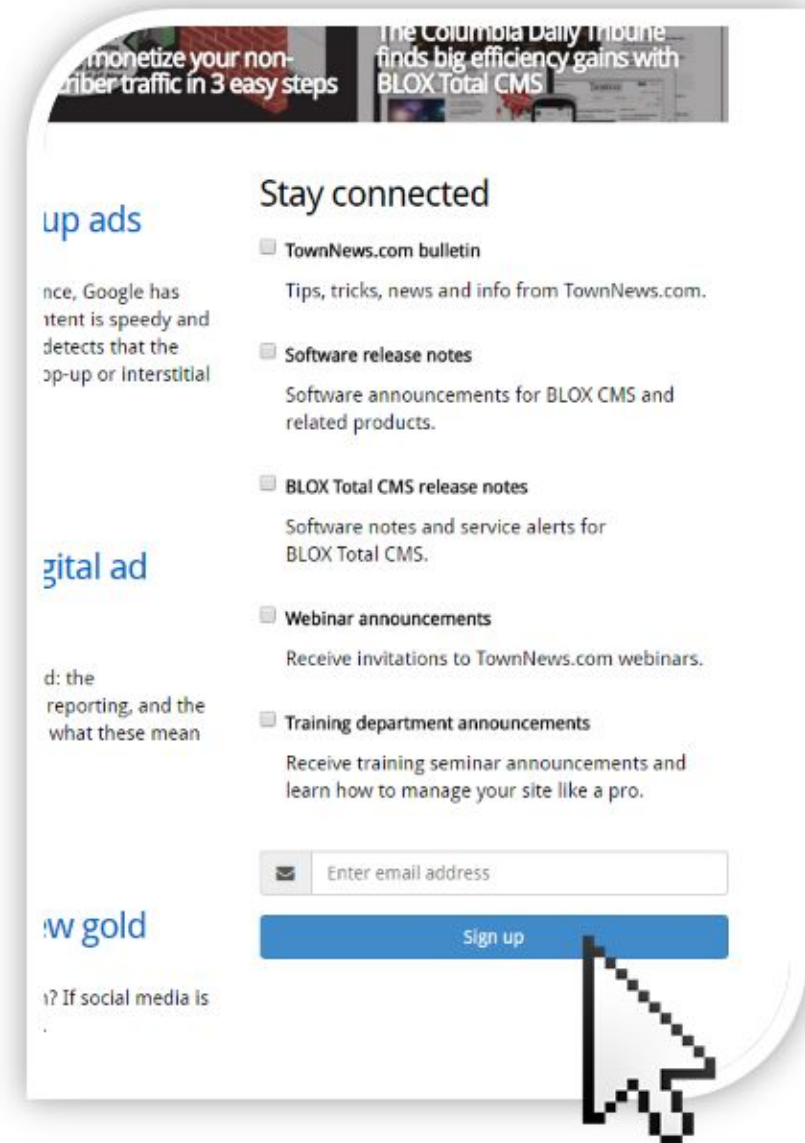
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