sovrn

How to measure and mitigate the effect of Ad-Blocking on your web properties

Like it or not, Ad-Blocking has been on the rise for the past few years. Today, 20% of U.S. internet users have installed ad blockers. Depending on the type of content you publish and the audience you attract, the amount of blocked desktop traffic to your web site could range from 10-50%, which means that if U.S. publishers do nothing, $10.5 Billion in revenue is at risk by 2020.

Use Sovrn's AdBlock Unlock

Sovrn's anti-ad-block technology helps you measure, message and monetize your blocked web traffic. Adblock Unlock is designed from the ground up to reset the relationship between blocked web readers and quality publishers for the long term:

Measure

We'll help you understand how much ad blockers are hurting your business and where you are most vulnerable in terms of devices, geographies, browsers, and operating systems.

Message

We'll test various messages and other anti-ad block user experiences to meet the specific needs of your properties.

Monetize

We are rewriting the rules of monetization for the blocked web. We've built publisher and advertiser-friendly sponsorships, banner ads, affiliate links, and CPC campaigns that ad block users will tolerate and ad block extensions are unable to stop.

Live Demo

Visit haby.sovrnlabs.com with a blocker installed to see future ad-block user experiences.
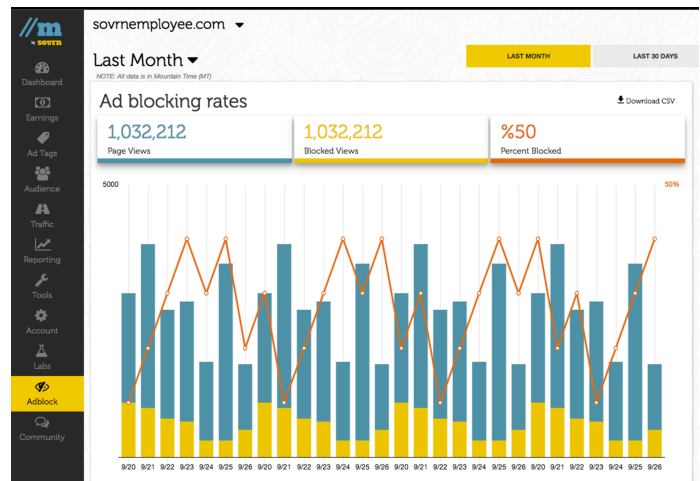
Get Started

Request access to the AdBlock tab in Meridian today.

Talk to Sovrn Labs about trying AdBlock Unlock today!
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