

The Ad Platform: Reaching ad blocking users with acceptable ads

Audio

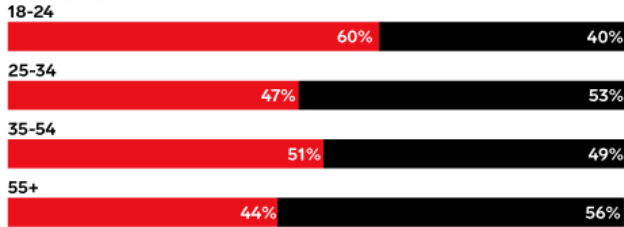
The hype around ad blocking may have died down, but plenty of internet users are still taking steps to avoid ads. Marty Krátky-Katz, co-founder and CEO at ad block revenue recovery firm Blockthrough, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss why some internet users block ads, what types of ad experiences are considered the

most annoying, and how publishers' approach to monetizing ad blocking users has changed over the years.

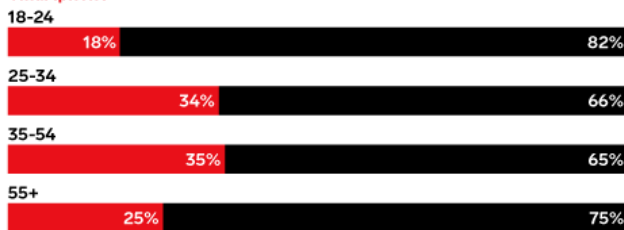
Use of Ad Blockers by US Adults, by Device and Age, March 2021

% of respondents in each group

Desktop/laptop



Smartphone



■ Uses ■ Does not use

Source: CivicScience as cited in company blog, March 17, 2021

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