

# Google's new rules against intrusive ads are a win-win for consumers and the search giant alike

Article

**The news:** Google is implementing a new policy requiring sites to adhere to the "better ads standards" laid out by the **Coalition For Better Ads**.

- If an ad directs users to a site that doesn't meet the standards, Google will nix the ad.
- Google is telling brands over email of the policy change, giving them about a month to make modifications to fall into compliance.
- Google will inform brands if their landing pages adhere to the requirements via its Ad Experience Report.
- Videos with sound that automatically plays, ads with density over 30%, and flashing animated ads are among those that don't conform to the new guidelines.

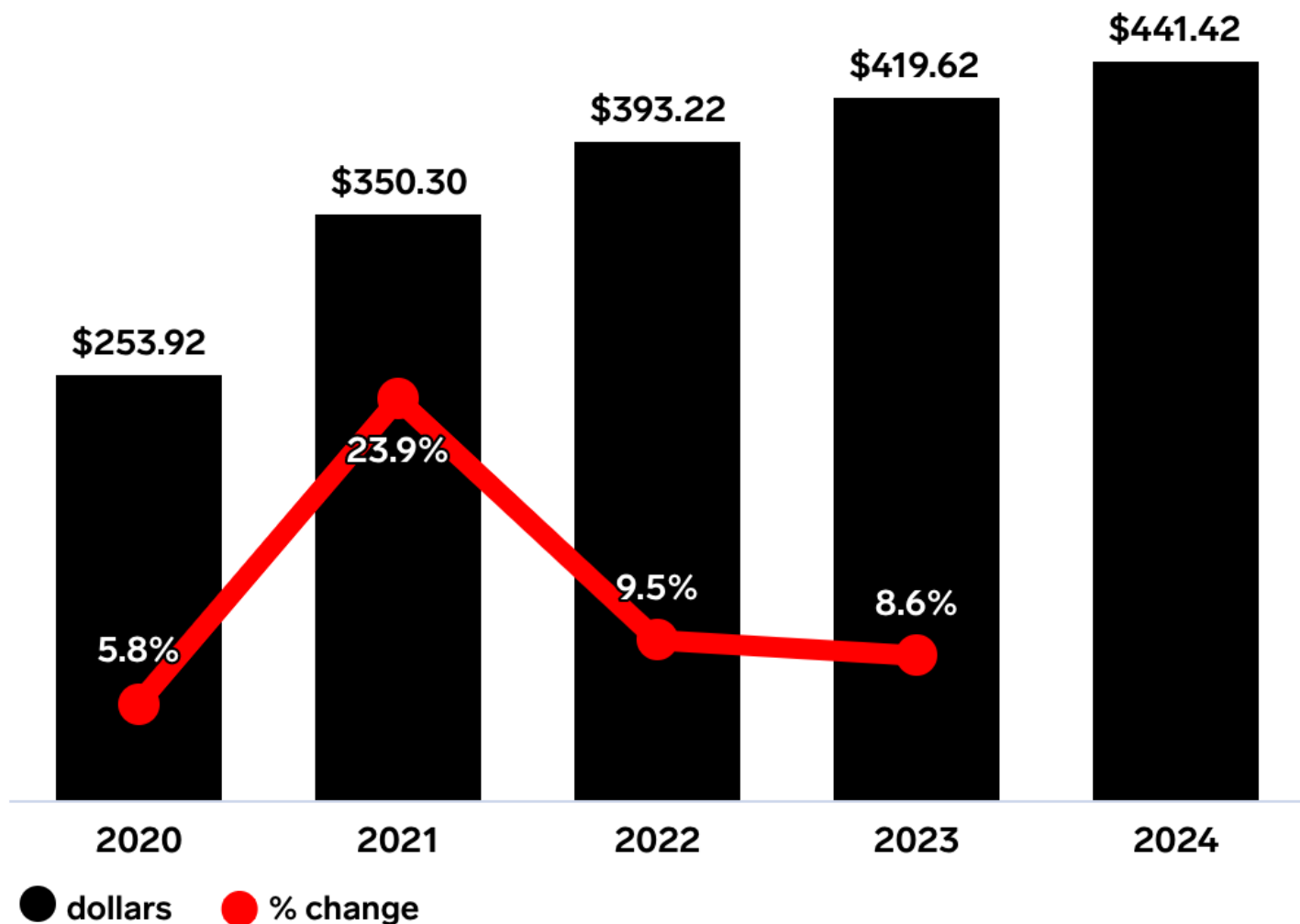
**Who watches the watchmen?** While these changes are welcome, they also highlight Google's power to be a gatekeeper.

- Just one week ago, Google barred **Truth Social** from its Play Store due to the app's violent content—a move popular with many but criticized by proponents of the right-skewing app. Following an 18-month absence, Parler was just reinstated after it undertook content moderation measures.
- The company has banned upward of 2,000 instant loan apps in the first half of this year.
- Google also enforces its own bans on categories such as stalkerware unevenly, [per](#) MIT Technology Review.

**Why it matters:** Implementing the coalition's standards is good business practice for Google, especially considering how much Google grosses per search user.

## Google Gross Ad Revenues, per Search User

US, 2020-2024



Source: eMarketer, March 2022

eMarketer | InsiderIntelligence.com

The updates should also be welcome for users: On the whole, website ads are more annoying to US internet users than ads on social media or TV/streaming.

- The problem is more pronounced on mobile: 42% of worldwide mobile users say there's too much advertising and it can be obtrusive, including 36% of US users.

**The big takeaway:** Just as a grocery wouldn't reward a supplier who keeps supplying expired products, so too Google is taking steps to disincentivize website owners that supply the search giant with bad inventory, which could likely discourage a consumer from clicking through on Google Ads as often.

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