

Forbes

Tech Solutions to Inventory Pressures

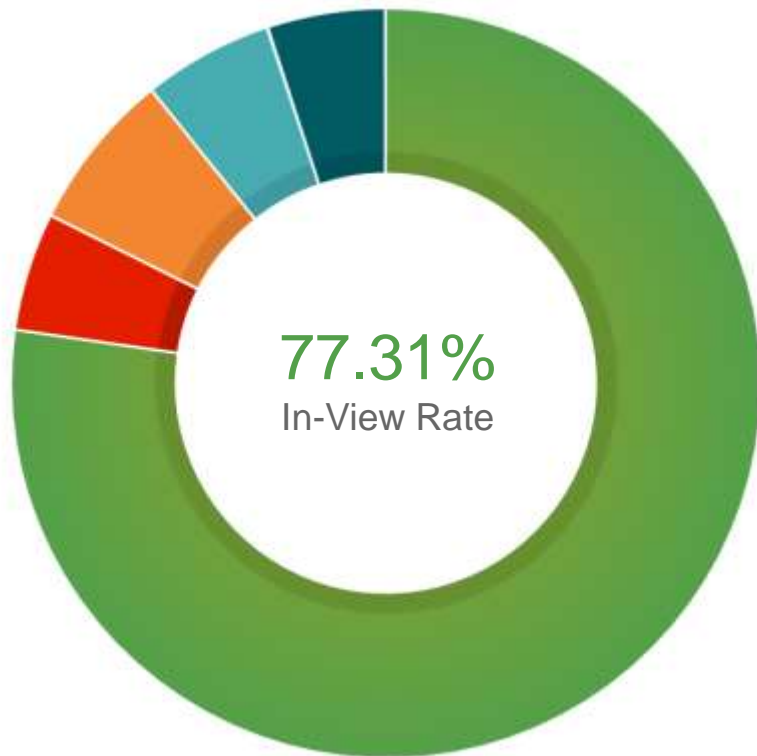
Michael Dugan

Chief Technology Officer

Viewability

What's Happened

- Forbes was the 1st publisher to work with Moat in 2011 to get IN FRONT of viewable.
- Believe viewability and time-based metrics are good for the overall display ecosystem.
- Premium publishers with an engaged audience have a great opportunity here.

In-View
Time (s)

33.26

Below
the Fold %

55.42%

Gold Below
the Fold %

40.93%

5.10%

of impressions were
served into a
backgrounded or
minimized tab.

Out of Focus Rate

5.62%

of impressions were
partially visible on
screen but did not
meet the 50% pixels
requirement.

**Missed Opportunity
Area Rate**

6.86%

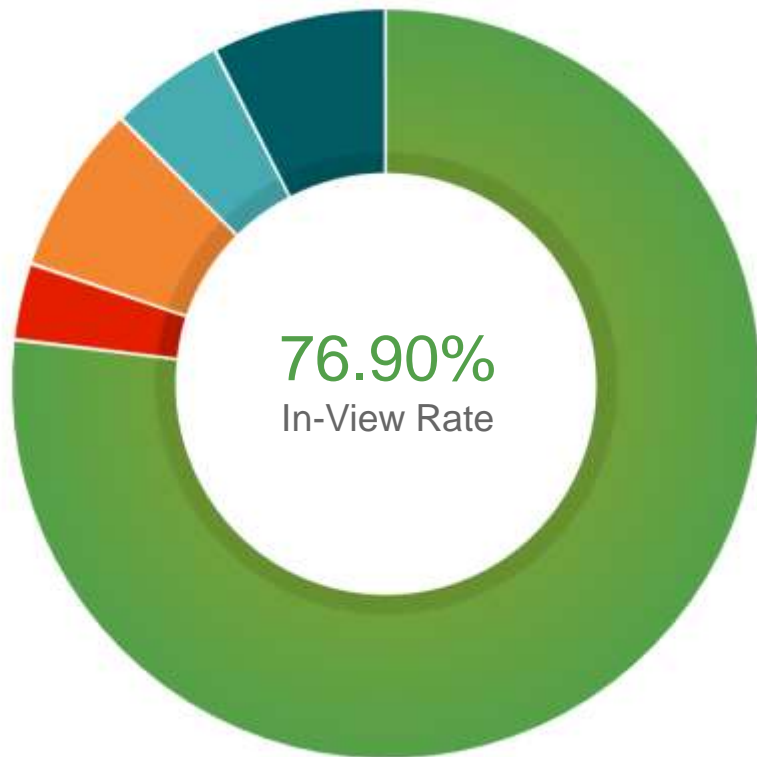
of impressions had
no pixels visible on
screen.

Out of Sight Rate

5.12%

of impressions had
50% of their pixels
visible on screen, but
not for a full second.

**Missed Opportunity
Time Rate**

In-View
Time (s)

14.35

Below
the Fold %

97.71%

Gold Below
the Fold %

75.07%

3.32%

of impressions were
served into a
backgrounded or
minimized tab.

Out of Focus Rate

4.96%

of impressions were
partially visible on
screen but did not
meet the 50% pixels
requirement.

**Missed Opportunity
Area Rate**

7.30%

of impressions had
no pixels visible on
screen.

Out of Sight Rate

7.53%

of impressions had
50% of their pixels
visible on screen, but
not for a full second.

**Missed Opportunity
Time Rate**

Ad Blocking

What's The Word

- “We have heard [ad blocking] can be as high as **20%** and even higher as demographics skew younger.”
— Jonah Goodhart @ MOAT
- “We are seeing **10-15%** for general audiences such as news sites. We are seeing as high as 73% for male specific tech savvy publishers.”
— Datar Sahi @ MESH
- “On average, we have found in the region of **11-17%** of a publisher site's desktop traffic use AdBlocking extensions in their browser, meaning this is a significant loss in revenue.”
— Tom Yeomans @ Yavli



Adblock Plus


- **300 Million Downloads**
 - <https://adblockplus.org/>
- Chrome, IE, Safari, Firefox, Android, Opera
- “EasyList” **ad blocking** installed by default:
 - <https://easylist-downloads.adblockplus.org/easylist.txt>
- “EasyPrivacy” **track blocking** is optional:
 - <https://easylist-downloads.adblockplus.org/easyprivacy.txt>


Analysis Objectives

- Confirm if the industry cited statistics on ad blocked traffic apply to the Forbes audience.
- Ballpark a gap analysis between ad inventory available and ad inventory delivered.
- Consider developing an appeals strategy with stakeholders – suggest/restrict/block access.


Measuring Blockers


  This repository ▾ Search or type a command ⓘ Explore Gist Help

 mdugan + - ✕ 📄

PRIVATE  Templates / templates


Watch ▾ 24 Unstar 3 Fork 0

branch: prod ▾ templates / src / main / webapp / scripts / advertisement.js 


 **jihuang** a month ago add advertisement for ad block detecting

1 contributor

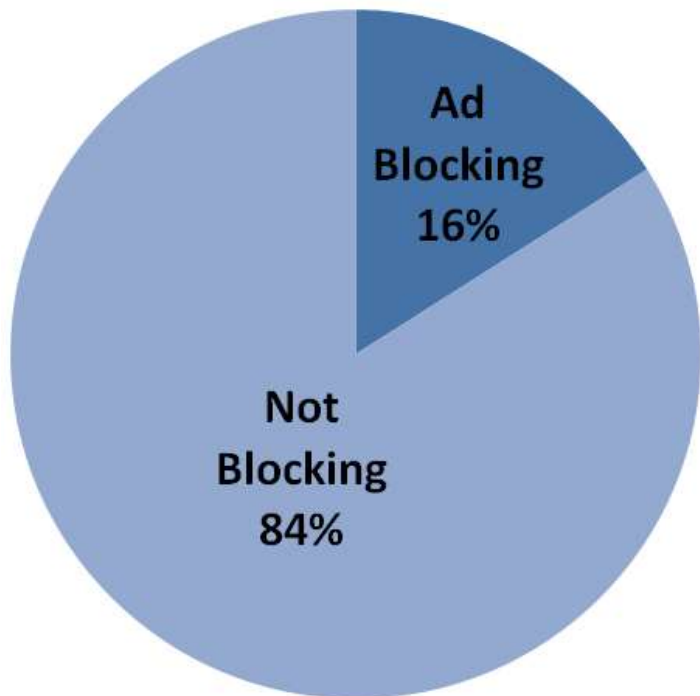
executable file 1 lines (1 sloc) 0.03 kb

 Open Edit Raw Blame History Delete

1 var adblock_on_forbes = "off";

 ⓘ 🔍 📄

Desktop Visitors



Prevailing Demographic

Gender: Male

Age: 18-24

Affinity: Technophiles

Browser: Chrome

What's Next Step

Appeal & Recover