

# Performance Goal Campaign Quadrupled Spend Within 2 Months

(Case Report – Advertiser referred to as XXXX hereafter due to NDA enforcement)

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*Number of devices using adblocking software on desktop (globally) – **250 Million***

## The Opportunity

*Adblocking software user growth rate - **24%** expected increase in 2017 (more than one person in five will be using an ad blocker)*

Seeing the data and the market trends, it can be confidently summated that the number of adblocked impressions is only going to increase given its widespread adoption among internet users.

Although the issue is worrisome for publishers and advertisers, it does however also provide an opportunity to plug the gap between advertisers trying to reach their target audience and the said audience which now rightfully expects privacy and user-experience above-all during their web browsing.

*In fact, **77%** of adblock users are willing to view some type of ad format*

## The Campaign

In Q4 2016, a performance-based campaign targeted to a particular interest based audience

pool with users between 18-34 years old in US, XXXX (through independent research) found that about **33%** of their target audience were using some form of adblocking software on their browsers.

As per an XXXX spokesperson - *“We run successful online product launches all the time. But the scale of the adblocking problem didn’t hit us until we drew inferences from the data for the target demographic in this particular campaign. We were not able to access a large portion of the market which exists out there.”*

The first reaction was to informally contact their professional peers to see if anyone faced a similar problem and if they had any recommendations. They did not get any concrete feedback but what they did find were a substantial amount of grievances on how majority of the products promising to circumvent adblocking software end up as being only short term solutions.

While looking for a solution to this problem, they came across AdRecover in a search engine results page.

They signed up and once the data started pouring in the AdRecover’s analytics dashboard it became evident that the platform was working and able to recover impressions by showing ads to adblocking software users.

As the campaign started, the adblocked users were analyzed and mapped to respective audience pools. XXXX continued to increase their ad spend significantly over the coming days due to high click/conversion rate. Owing to the exclusivity contracts between AdRecover and its publishers, there was no competition to beat. Little to none banner blindness coupled with higher CTRs lead to higher ROI on campaigns running on adblocked inventory as compared to campaigns running over conventional inventory. The campaign concluded with XXXX buying ~**4x** amount of impression in the final week as compared to the first.

## The Result

In the conclusive two weeks of the campaign, XXXX was able to successfully recover & serve **12 Million+** adblocked impressions.

The silver lining – it is not just about showing the ad, it is about achieving the goal while maintaining user experience first.

*"It's not just that it's the perfect monetization tool, AdRecover genuinely worked to find that sweet spot between our goal of reaching the right user base and the users' own goal of having an uninterrupted and smooth web experience. Not only did the platform match our expectations - its analytics dashboard and our dedicated account manager helped by proactively giving a clear ROI as well as suggesting testing experiments that we could run"*

**- Programmatic Strategy Manager, XXXX**

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If you'd like to see how AdRecover can help your business, send an enquiry to -  
[sales@adrecover.com](mailto:sales@adrecover.com)

*AdRecover is the world's first client-side, pro-user adblock monetization solution, designed to unlock adblocked impressions. With a single line code, it enables advertisers to measure and show ad impressions that are otherwise lost to adblock users. Additionally - the platform offers robust user analytics with cross device ad serving and testing for real-time UX optimization.*