

adrecover

(case study)

The logo for GSMarena, featuring the text "GSMarena" in a bold, white, sans-serif font. The "G" and "S" are slightly larger and more prominent. The text is set against a dark grey rectangular background.

GSMarena picks up money usually left on the table by recovering revenue from adblocked inventory.

Background

Website - www.gsmarena.com

Industry - Technology

Average AdBlocked pageviews per month - 75 Million+

Alexa world rank - 403

In business since - 2000

GSMarena is a popular technology blog that primarily covers the latest news on everything 'smartphone'. From releases, updates, development, reviews, to an assortment of other topics like high-tech cameras, smart-watches and mobile-apps, among others.

The Problem

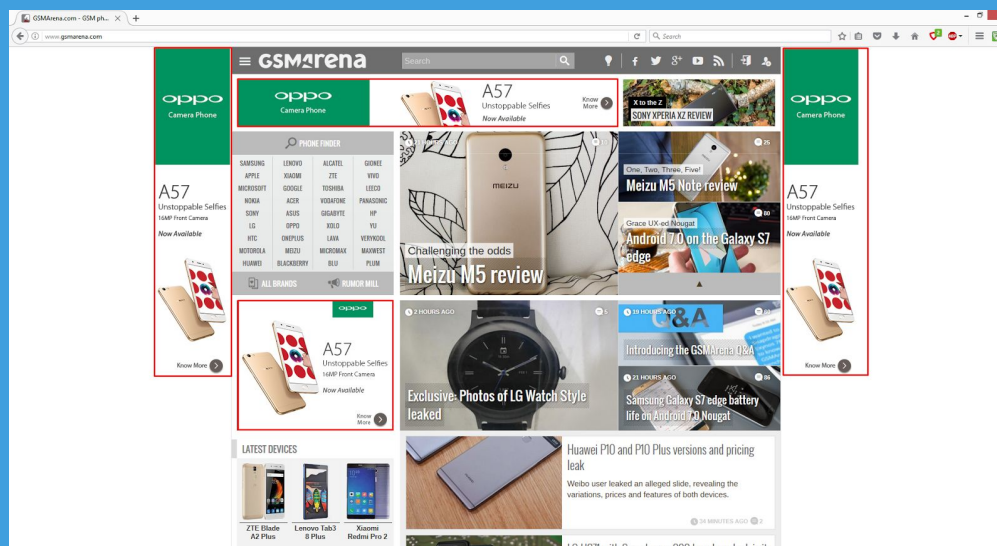
Although GSMArena reports high engagement from its site visitors, a sizable chunk of them use AdBlock/AdBlock Plus web-browser extensions. Because the majority of adblock inventory monetization solutions in the market are anti-user^[1], the team decided in favor of forfeiting ad revenue instead of compromising the user experience of their audience. As a result, before using AdRecover, **they were making \$0 from their AdBlock/AdBlock Plus user traffic.**

^[1]anti-user - In adblocking, anti-user means applying unethical methods and technology to circumvent adblock extensions and forcefully show ads to site visitors. More than that, such solutions do not follow the 'Acceptable Ads' non-intrusive ad format by Eyeo, the company behind the most widely used adblocking extension - AdBlock/AdBlock Plus

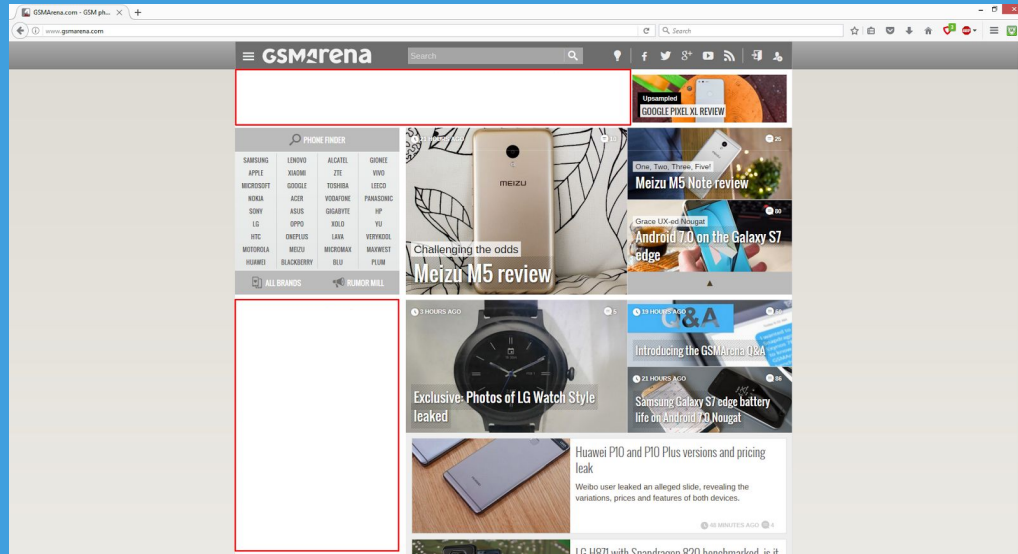
The Solution

With a 5-minute setup which is basically including a single line of integration code in the head tag of GSMArena's website and replicating their existing ad layouts to create new ones that will be displayed to the adblocked users; AdRecover was live.

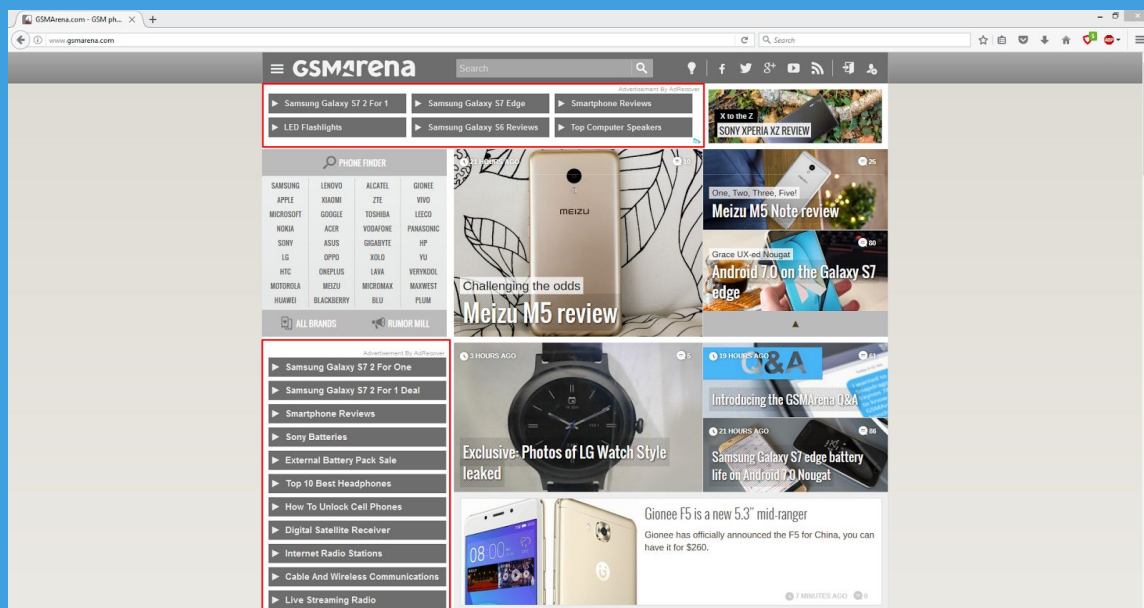
The platform immediately started serving impressions to adblock users. The following screenshots will give a more clear visual representation of the optimization -



(GSMArena during normal browsing on Firefox)



(After switching on AdBlock)



(Displaying ads with AdRecover with AdBlock on)

The key to a long term and sustainable monetization strategy for this inventory is to be pro-user^[2]. AdRecover educates the users about how banner ads help keep the world's information free, accessible and the editorial unbiased. Users have an option to opt-out and report when they don't like certain ads, on which we ensure prompt action.

In the end, using AdRecover's pro-user fast ad-delivery technology, **GSMarena** was able to add on to their existing **ad revenue** after successfully monetizing their previously adblocked inventory.

^[2]pro-user - As opposed to anti-user, pro-user methods and technology adhere to the 'Acceptable Ads' guidelines and display non-intrusive, clearly distinguishable ad formats to site visitors. More importantly, this approach safeguards the user experience of your audience.

About AdRecover

AdRecover is the world's first client-side, pro-user adblock monetization solution, designed to unlock ad blocked inventory without compromising user experience. With a single-line code integration, the platform enables publishers to measure and monetize ad impressions that are otherwise lost to ad block users. The platform offers robust visitor analytics with cross-device ad layout testing for real-time UX optimization, and provides premium demand sources that has buyers competing for your previously ad blocked inventory.