HOW TO MEASURE AN ADBLOCKER PLUGIN

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SUMMARY

1. CONTEXT

Over the last years, the number visitors with an adblocker plugin has grown exponentially. If the business model for a website is based on advertisement, it's important to know how many visitors block this source of income and if they have a specific behaviour.

2. INTEGRATION

The detection will be always based on the same "fuckadblock.js" methods. The following points present different functionalities to get this information in your AT Internet Analytics Solution.

2.1. CLICK METHOD

This method is based on the Click event. If a visitor is navigating on your website with an adblocker plugin, we will send click event hit with some information:

- The click name
- Click type

What are the benefits?

- **Click event** (no setting required).
- The impression hit sent is **independent from the page hit** (no risk of losing some page data)
- Possibility to apply a **specific segment** based on this click (to understand the different behaviour of these visitors).

‹ › Example on GitHub page: https://github.com/QuentinMoncharmont/Adblocker-analytics
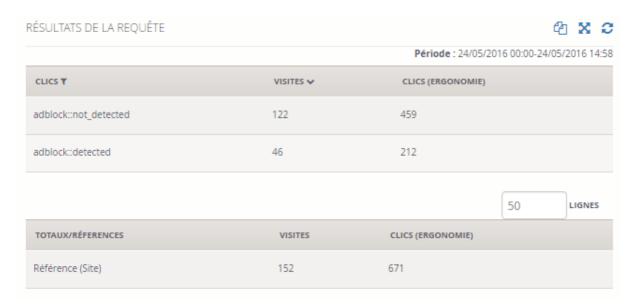
3. ANALYSIS

3.1. CLICK METHOD

For our example, we would like to know the behaviours of some of the visitors who used an adblocker plugin:

- How many **visits** on your website are made with an adblocker plugin?
- The visitors **deactivate** the adblocker plugin during the visit?

With the Data Query tool, build a template based on your click (filter on the name – example: "adblock") and select the different metrics that you need (visits, clicks, etc.)

1st question: Results extraction of clicks

RÉSULTATS DE LA REQUÊTE

Période : 24/05/2016 00:00-24/05/2016 14:58

CLICS ▼	VISITES ⌄	CLICS (ERGONOMIE)
adblock::not_detected	122	459
adblock::detected	46	212

50 LIGNES

TOTAUX/RÉFERENCES	VISITES	CLICS (ERGONOMIE)
Référence (Site)	152	671

In your example we can conclude upon the following results:

30% of visits have an adblocker plugin activated at least once during the visit.

2sd question: Results extraction

RÉSULTATS DE LA REQUÊTE

Période : 24/05/2016 00:00-24/05/2016 15:42

VISITEURS UNIQUES ID	VISITES ID	CLICS ▼	VISITES ⌄	CLICS (ERGONOMIE)
-8954354730992410980	4	adblock::not_detected	1	2
-7714606814740455829	3	adblock::detected	1	2
-6592766843230979406	2	adblock::not_detected	1	6
-4915673792651514328	1	adblock::detected	1	1
-4915673792651514328	1	adblock::not_detected	1	6

50 LIGNES

TOTAUX/RÉFERENCES	VISITES	CLICS (ERGONOMIE)
Référence (Site)	4	18

In this example, we use the dimensions:

- **Unique visitor ID**: Unique numeric ID from AT Internet enabling the recognition of unique visitors
- **Visit ID**: Visit ID. These IDs are reset to zero each day

With this template we can identify if a visitor has turn off / on his plugin during his visit on your website. In red, we can find this behavior:

- Unique visitor ID (-4915673[792651514328) is the same, so we know that is the same visitor.
- Visit ID (1) indicate the visit number. In this case we can deduce that visitor have turn on or off his plugin during his navigation.

It's possible to get this result directly in your template if you create a **segment** based on:

- Visits have seen the 2 clicks (detected and not detected)

In your example we can conclude upon the following results:

Concerning visits from browsers with ad blockers, it occurs for **47%** of visits that the user changes the state of their adblock plugin.

If you want apply another segment (based on a source for example), you can create a "Custom Metric" based on the visits metric segmented with your segment.

API rest call:

https://apirest.atinternet-
solutions.com/data/v2/html/getData?&columns={d_click,m_visits,m_clicks}&sort={-
m_visits}&filter={$OR:{d_click:{$eq:'[your detected click name]'},d_click:{$eq:'[your not detected click
name]'}}}&space={s:[Id_site]}&period={D:{start:'[AAAA-MM-DD]',end:'[AAAA-MM-DD]'}}&max-
results=10000&page-num=1&include={reference:space}

https://apirest.atinternet-
solutions.com/data/v2/html/getData?&columns={d_uv_id,d_visit_id,d_click,m_visits,m_clicks}&sort={-
m_visits}&filter={$OR:{d_click:{$eq:'adblock%3A%3Adetected'},d_click:{$eq:'adblock%3A%3Anot_det
ected'}}}}}}&space={s:[Id_site]}&period={D:{start:'[AAAA-MM-DD]',end:'[AAAA-MM- DD]'}}&max-
results=10000&page-num=1&include={reference:space}

With the segment:

https://apirest.atinternet-
solutions.com/data/v2/html/getData?&columns={d_site,m_visits,m_clicks}&sort={-
m_visits}&segment=[Id_segment]&space={s:[Id_site]}&period={D:{start:'[AAAA-MM-
DD]',end:'[AAAA-MM- DD]'}}&max-results=50&page-num=1

AT INTERNET

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AT INTERNET