



AT INTERNET

Digital Intelligence Solutions

HOW TO MEASURE AN ADBLOCKER PLUGIN

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1. CONTEXT

Over the last years, the number of 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. CUSTOM VARIABLE METHOD

This method is based on a custom variable. If a visitor is browsing on your website with an adblocker plugin, we will send in the page hit an adblock information directly in the custom variable:

- Detected
- Not detected

What are the benefits?

- Possibility to apply a **specific segment** based on this click (to understand the different behaviours of these visitors).

Required:

- To implement this function, you need to declare a custom variable directly in your NX Interface: "**Tools > Configuration > Site custom variable (text or Id)**".
- In this example, the page hit is sent through the function "function AtInternet_Adblock_hit(value)" because we need to wait for a returning action from "fuckadblock.js" library to receive the value "detected" or "not detected".

◀ ▶ Example on GitHub page: <https://github.com/QuentinMoncharmont/Adblocker-analytics>

3. ANALYSIS

3.1. CUSTOM VARIABLE METHOD

In 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?
- Have we got some different behaviors between the visit with and without an adblocker (bounce rate, pages views, time per visit etc.)?

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

1st question:

RÉSULTATS DE LA REQUÊTE 📄 ✕ ↺

Période : 25/05/2016 00:00-25/05/2016 10:31

ADBLOCKER	VISITES ▼	CHARGEMENTS
detected	37	125
not_detected	112	562

TOTAUX/RÉFÉRENCES	VISITES	CHARGEMENTS
Référence (Site)	138	687

In your example we can conclude upon the following results:



27% of visits had an adblocker plugin activated at least once during the visit.



It is not possible to sum up the adblocker visits because a visit can have the two values if the user turns off or turns on his plugin during the his navigation.

2nd question:

ADBLOCKER	VISITES ▼	TEMPS PASSÉ / VISITES	TAUX DE REBOND	PAGES VUES	CHARGEMENTS
not_detected	112	48	0.4	488	562
detected	37	64	0.6	98	125

LIGNES

TOTAUX/RÉFÉRENCES	VISITES	TEMPS PASSÉ / VISITES	TAUX DE REBOND	PAGES VUES	CHARGEMENTS
Référence (Site)	138	56	0.5	586	687

In this example, we use the dimensions:

- **Time spent / visit:** Average time spent visiting the site (bounces not included).
- **Bounce rate:** Number of visits to a page per total number of visits.
- **Page Views:** Total number of page loads/views during the visit.

In your example we can conclude upon the following results:



Concerning visits from browsers with ad blockers, we can see different behaviors. They stay longer than a visitor without adblocker. The bounce rate metric is higher than a visitor without adblocker. After having calculated a ratio (+33%) between the number of visits with an adblocker and the page views, we can determine that they see fewer pages during the visit.

API rest call:

```
https://apiREST.atinternet-
solutions.com/data/v2/json/getData?&columns={cl_[ID_custom_variable],m_visits,m_page_loads}&sort={-m_visits}&space={s:[Id_site]}&period={D:{start:'[AAAA-MM-DD]',end:'[AAAA-MM-DD]'}}&max-
results=3&page-num=1&include={reference:space}
```

```
https://apiREST.atinternet-
solutions.com/data/v2/json/getData?&columns={cl_[ID_custom_variable],m_visits,m_page_views,m_time_spent_per_visits,m_bounce_rate}&sort={-m_visits}&space={s:[Id_site]}&period={D:{start:'[AAAA-MM-DD]',end:'[AAAA-MM-DD]'}}&max-results=50&page-num=1
```



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