AT INTERNET

Digital Intelligence Solutions

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. PUBLISHER METHOD

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

- Campaign
- Creation
- Url
- Etc.

What are the benefits?

- **Automatic campaign** (no need to declare this campaign).
- 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 campaign (to understand the different behaviour of these visitors).

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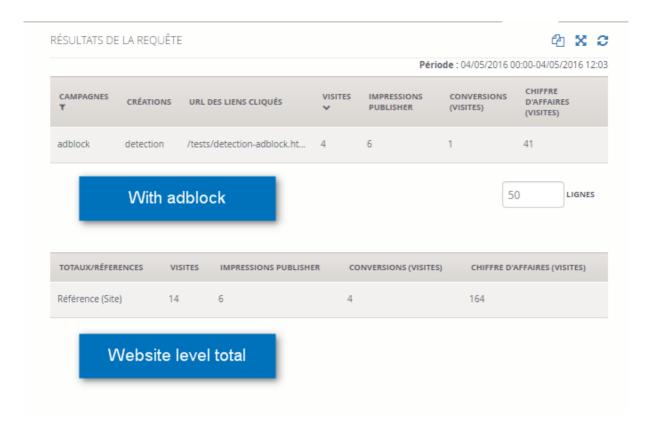
3. ANALYSIS

3.1. PUBLISHER 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?
- Do we get more **conversions** or a higher **turnover** with visitors who don't use an adblocker plugin?

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

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RÉSULTATS DE LA REQUÊTE

Période : 04/05/2016 00:00-04/05/2016 12:03

CAMPAGNES ▼	CRÉATIONS	URL DES LIENS CLIQUÉS	VISITES ⌄	IMPRESSIONS PUBLISHER	CONVERSIONS (VISITES)	CHIFFRE D'AFFAIRES (VISITES)
adblock	detection	/tests/detection-adblock.ht...	4	6	1	41

With adblock

50 LIGNES

TOTAUX/RÉFERENCES	VISITES	IMPRESSIONS PUBLISHER	CONVERSIONS (VISITES)	CHIFFRE D'AFFAIRES (VISITES)
Référence (Site)	14	6	4	164

Website level total

In your example we can conclude upon the following results:

28% of visits have an adblocker plugin activated.
25% of turnover is made by visitors with an adblocker plugin.

API rest call:

```
https://apirest.atinternet-
solutions.com/data/v2/html/getData?&columns={d_pub_campaign,d_pub_creative,d_pub_url,m_
visits,m_pub_impressions,m_conversions1_visits,m_v_sales}&sort={-
m_visits}&filter={$AND:{d_pub_campaign:{$empty:false},d_pub_campaign:{$eq:'[campaign_nam
e]'}}}&space={s:[Id_site]}&period={D:{start:'[AAAA-MM-DD]',end:'[AAAA-MM-DD]'}}&max-
results=10000&page-num=1&include={reference:space}
```

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