Sebagian besar pendapatan GYF berasal dari penjualan iklan ke perusahaan lain yang memasang iklan di layanan digital GYF. Awalnya, bisnis penjualan iklan ini berfokus pada penggunaan layanan dan properti digital GYF di desktop tradisional, tetapi baru-baru ini telah beralih secara signifikan ke iklan seluler karena smartphone dan perangkat nirkabel genggam lainnya telah menjamur. Tahun lalu, penjualan iklan seluler menyumbang 70% dari total pendapatan iklan digital GYF.

Pengguna GYF melihat iklan sebagai bagian dari pengalaman mereka di situs dan layanan GYF di seluruh perangkat, serta beberapa aplikasi pihak ketiga dan situs terafiliasi.

GYF bersaing dengan Yahoo, Google, Microsoft, dan Facebook. Anda harus berasumsi bahwa pemblokiran iklan menimbulkan masalah serupa untuk GYF seperti halnya untuk perusahaan-perusahaan ini.

Tunduk pada hal di atas, model bisnis GYF paling mirip dengan model bisnis Yahoo seperti yang ada pada tahun 2015 dan awal 2016. Jika Anda yakin Anda perlu mengetahui sesuatu yang spesifik tentang bisnis GYF dan itu tidak eksplisit atau implisit di atas, jangan ragu untuk berasumsi bahwa aspek bisnis GYF menyerupai akibat wajar di Yahoo.

5W+1H

1. What
2. Who
3. When
4. Why
5. Where, dan
6. How

Sebagian besar pendapatan GYF berasal dari penjualan iklan ke perusahaan lain yang memasang iklan di layanan digital GYF.

AdBlock is an open source content filtering and ad blocking extension for the Google Chrome and Apple Safari web browsers. AdBlock allows users to prevent certain web elements such as ads from appearing.

If GYF is unable to display ads to the customers, the companies posting the ads will have no reason to put the ads. Thus resulting in termination by the companies and loss of revenue to GYF.

Implications:

1. How many end-users from our base are vanished due to ad-blockers and what segment of users are they?

Decreasing end-users would make incomplete data analytics and business analysis. So, we could not capture perfectly the end-users background, preferences, and behavior from whole end-users population as this is crucial to prospected B2B/B2C to reach their invaluable customers.

2. Why do users use ad-blockers?

The basic reason from the user is very necessary because with these basic reasons we can find out why users use adblockers. Is it because of irrelevant ads from their preferences?, is too many ads are obtained on one page?, is the design confusing?, is the image, video, and photo size not proportional?, or the page deliverable is so slow?.

3. What kind of behavior are our users before they are starting to use ad-blockers? How was our ads appearance before they are waving goodbye to our service?

This is to identify Recency, Frequency, and Monetary (RFM) to know their CLV and behavior before they start to use ad-blockers.

4. How large the monetary aftermath would be affected due to ad-blockers?

Declining end-users would also degrade our CTR possibility that would have a bad impact to conversion and revenue subsequently

5. What measures could be taken to change or strengthen GYF’s internal organization to deal with adblockers?

This is done to find a solution regarding adblockers so that we can compete with other companies, the best solution that will be obtained can increase GYF’s revenue.