

User Experience Enhancements

- Ad Customization to the User: Allow users to customize their ad preferences.
- Ad-Free Subscription: Offer an option for users to subscribe for an ad-free experience.
- Simpler and Cleaner Design: Create a user interface that takes focus off the ad.
- Articles That Prioritize Content Over Advertisements
- Allow for a Content Preview Mode: Users can see a preview of the article with no ads.

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Ad Management Strategies

- Ad Placement Locations: Make Rules for Ad Placement
- Ad Max: Set a Maximum Number of Ads that can be shown
- Ad Location: Show ads only after the user has spent a certain amount of time on the site.
- Set Rules for Ad Types: Prohibit pop-ups but allow ads on the side.
- Ads at Bottom: Place ads only at the bottom of articles after the user has already read it.

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Content and Ad Balance

- Companies Can Monetize Through Content: Explore revenue models that rely more on content rather than ads.
- Only Sponsored Ads Instead of Regular Ads
- Integrate Ads Seamlessly: Ensure ads blend naturally with the content without disrupting the user experience.
- Only Allow Certain Ads Based on Content of Article

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User Engagement and Feedback

- Allow for User Feedback on the Ad Experience
- Work to Implement More Engaging Ads

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Technology Solutions

- Use AI to Optimize the Ad Experience: Use AI to enhance ad targeting and placement based on user behavior.
- Allow Users to Control Ad Quantity in Settings: Give users the ability to adjust how many ads they see.

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Transperancy and Communitcations

- Let Users Know About Ads Before Entering the Site: Inform users upfront if they will encounter multiple ads.
- Ask the user when they enter the site if they're okay with ads being shown.

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