

Business Analytics Capstone Framework for Strategy

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Problem Statement

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Describe the Problem Adblockers present to GYF

- **Decreased Ad Visibility:** Adblocking software can significantly decrease the visibility of ads, which can negatively impact GYF's ad-buying customers. This can lead to a decrease in click-through rates and conversions, which can ultimately result in lower revenue for GYF's customers.
- **Increased Ad Costs:** Adblocking software can increase the cost of advertising for GYF's ad-buying customers. This is because ad-blocking software can decrease the effectiveness of ads, which can lead to a decrease in click-through rates and conversions. As a result, GYF's customers may need to spend more money on advertising to achieve the same results.
- **Decreased User Engagement:** Adblocking software can decrease user engagement with ads, which can negatively impact GYF's ad-buying customers. This can lead to a decrease in brand awareness and customer loyalty, which can ultimately result in lower revenue for GYF's customers.

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Application Exercise 1 – Research Methods and Tools (Optional)

- GYF can employ **exploratory research** to identify the most effective ways to deal with ad-blocking software. Exploratory research is useful when the problem is not well-defined and the goal is to gain a better understanding of the problem. By conducting exploratory research, GYF can identify the most important factors that contribute to ad-blocking and develop hypotheses about how to address these factors.
- To conduct this research, GYF can use a variety of tools, including **focus groups, internet communities (MROCs), and customer self-reporting**. Focus groups are useful for gathering qualitative data on user attitudes and behaviors. Internet communities (MROCs) are online communities that can be used to gather feedback from users in a more natural setting. Customer self-reporting involves asking customers to provide feedback on their experiences with ad-blocking software.