

An update on Better Ads

Yesterday, the Coalition for Better Ads announced the "Better Ads Experience Program." This Program provides guidelines for companies like Google on how they can use the Better Ads Standards to help improve users' experience with ads on the web.

In June, we announced Chrome's plans to support the Better Ads Standards in early 2018. Violations of the Standards are reported to sites via the Ad Experience Report, and site owners can submit their site for re-review once the violations have been fixed. Starting on February 15, in line with the Coalition's guidelines, Chrome will remove all ads from sites that have a "failing" status in the Ad Experience Report for more than 30 days. All of this information can be found in the Ad Experience Report Help Center, and our product forums are available to help address any questions or feedback.

We look forward to continuing to work with industry bodies to improve the user experience for everyone.

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Last updated December 19, 2017.