

Start reaching adblock users! Use AdDefend and display ads to address your target group and achieve high conversion rates!

- Adblock users accept ads and convert them into clients
- 0% fraud and 100% brand safety
- Above-average performance thanks to the high-quality of the AdDefend network
- Numerous optimization possibilities



Case Study

Babbel is Europe's leading self-learning application for foreign languages. Via the AdDefend reach, Babbel is now able to display ads to a target group that could not have been reached before due to the use of adblockers.

"With AdDefend, we were able to boost our net reach and address a target group that responds favorably to unobtrusive ads. We are very pleased with the overall performance of the campaign."
- Christina Kubanke, Marketing Manager at Babbel



The screenshot shows the top of the finanzen.net website. At the top, there are market indices: DAX: 10.096 +0,8%, ESt60: 2.987 +0,7%, TDax: 1.619 +0,3%, Dow: 17.530 +0,1%, Nas: 4.844 +0,1%, Nikkei: 16.066 -0,6%, Euro: 1,1297 +0,4%, Öl: 50,79 +1,2%, Gold: 1.265 +0,1%. Below this is the website header with navigation tabs: Börse, News & Analysen, myfinanzen, Trading-Desk, Favoriten, Depot eröffnen, Shop. A search bar is on the right. Below the header is a navigation menu with categories like News, Analysen, Videos, Experten-Kolumnen, Themen, Lexikon, Private Finanzen. The main content area features a large advertisement for Babbel with the text "Welche Sprache möchtest du lernen?" and buttons for English, Spanish, Italian, French, Portuguese, Turkish, and Russian. Below the ad is a red banner with the text "Klicken Sie auf 'News-Ticker' um zur gewohnten Ticker-Ansicht zu gelangen". At the bottom, there are news tickers: "DAX Top: RWE AG St." and "Tesla bietet bis zu 2,8 Milliarden Dollar für SolarCity".

The result: We first launched the campaign within the framework of an optimization phase for all AdDefend publishers. The next step was to exclude sites based on the click and impression tracker in conjunction with anonymous publisher IDs. Sites and sections that have failed to reach the intended targets were excluded. The optimization process enabled us to locate a channel that rapidly became our new lead source. As a result we created a new channel that is significantly more efficient at acquiring new clients.

About AdDefend: We help publishers and advertisers to handle users with adblockers. With more than 150 premium sites using our technology we are the leading ad recovery service! Our ads are unblockable since 2013.