

# IN-HOUSE SALES: COMPUTEC INCREASES INVENTORY BY 30% WITH ADDEFEND



## CASE STUDY

USERS BENEFIT FROM LONG-TERM FREE  
ACCESS TO PREMIUM CONTENT



### BACKGROUND:

Germany has one of the highest adblocking rates. According to the OVK, in the second quarter of 2017, 20.4 % of German internet users were using adblocking software. If you add those users who do not see any display advertising due to installed firewalls, virus scanners or browser settings, one third of German internet users is no longer addressable with regular online advertising – causing an **immense loss of revenue** for publishers.

Computec's target audience is especially interested in technology. The publisher's reach includes titles such as PC Games, Linux-Magazin and golem.de. Given their readers' interest in the newest technological developments, Computec was faced with a much higher rate of adblock users than average, resulting in a significant loss of reach.

### THE ADDEFEND SOLUTION:

Computec aims at providing its readers with long-term free access to their premium content. For this reason, they started a cooperation with AdDefend. AdDefend's adblock advertising platform forms an effective solution to the adblock problem by reliably reactivating the blocked inventory. Advertisers on the Computec reach obtain access to the attractive target group of adblock users. In Germany, this group comprises 10 million unique users and is highly attentive to advertising since it is not exposed to the high number of obtrusive advertisements on the regular reach. CTR statistics demonstrate an excellent performance on the AdDefend adblock reach.

„Adblock users are quite open to advertisement. Regarding the CTRs of the campaigns we ran so far, it is striking that the click rates of our ads displayed to adblock users constantly generated good or even better performance rates than on the regular reach.“

Jens-Ole Quiel, Head of Digital Sales at Computec



Computec readers are very technology-savvy and often decide deliberately to install an adblocker, which is why Computec's adblock rate is noticeably above the average. AdDefend is the leading solution for adblock advertising. Campaigns on the AdDefend adblock reach achieve very good results, also in direct comparison with the regular reach.

AdDefend displays modified ads to users of adblockers and the Firefox privacy mode. Both groups can be targeted separately. The AdDefend solution is integrated with many ad networks and is connected to a wide variety of demand-side platforms and performance networks. With complete planning reliability, a 100% fill rate can be achieved. Ads are optionally displayed through the publisher's own ad server or via AdDefend.

#### **PARTNERSHIP OBJECTIVES:**

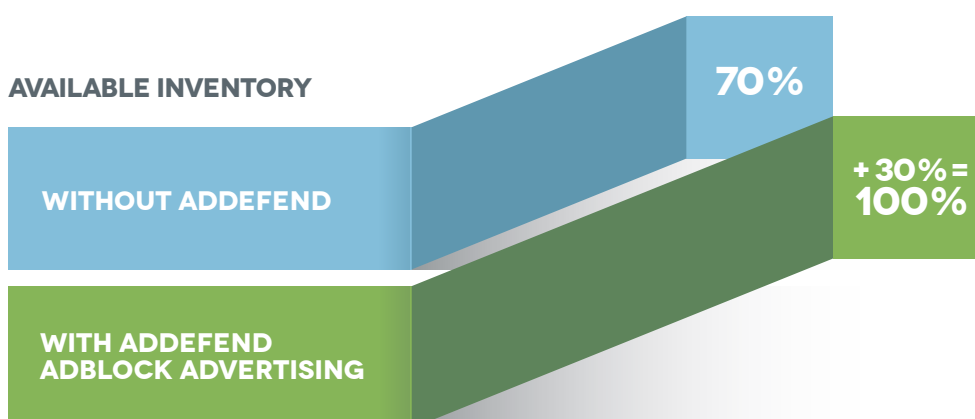
At the outset of the collaboration between Computec and AdDefend, the goal was to counteract the negative effects of the increasing usage of adblockers for publishers, advertisers and users alike. Computec was looking for a solution that would allow them to continue the delivery of premium content to their readers without implementing payment barriers and without blocking selected content for adblock users - these options lead to a loss of readers in the long term.

By reactivating the blocked reach via AdDefend, significant revenue can be generated, whereby Computec almost completely independently self-markets these ad spaces. The user acceptance is immense: AdDefend calls for strict quality criteria for the creatives and closely monitors campaign results as well as reportings to guarantee a positive user experience.

## **RESULTS: ADBLOCK USERS ACCEPT HIGH- QUALITY DISPLAY ADVERTISING - EXCELLENT PERFORMANCE ON THE ADBLOCK REACH**

#### **RESULT 1:**

At Computec, the adblock reach achieves at least equal performance rates and helps to increase the marketable inventory by more than 30 percent - especially noteworthy considering Computec's tech-savvy target group. Since only very few banners are displayed to this attractive new target group, there is no so-called banner blindness among adblock users.



## **CASE STUDY**

#### ■ **Approximately one third of internet users is no longer addressable with digital advertising.**

Adblockers are responsible for approximately two-thirds of this decrease in reach. The rest is caused by firewalls and virus scanners that also prevent the displaying of ads. For advertisers and publishers this means a loss of approx. 30 percent of their net reach. However, adblockers are rarely installed because a user is against advertising in general. Rather, most of the users feel disturbed by obtrusive advertising formats and an overall high advertising volume or seek to overcome loading difficulties and the slowdown of websites. Also, privacy concerns can lead to the decision for an adblocker.

# BENEFITS FOR PUBLISHERS

## CASE STUDY

### RESULT 2:

In-house sales by the publisher comes with a lot of benefits:

1	Categorization of the environment on page level for performance optimization	6	Easy integration
2	Access to numerous advertising campaigns	7	10 million highly attentive unique users
3	No influence on the regular inventory	8	No loss of traffic
4	High user acceptance thanks to high-quality, undisturbed user experience	9	Self-service ad server
5	Direct insights and reporting via the AdDefend publisher portal	10	Full planning reliability – 100 % fill rate

#### ■ How do publishers such as Computec benefit from cooperating with AdDefend?

With AdDefend publishers can easily and efficiently reactivate the blocked advertising spaces and recapture the blocked reach (currently approx. 20 percent of their user base).

#### ■ How do advertisers benefit from AdDefend?

Advertisers increase their net reach with AdDefend immensely (currently by approx. 20%) while achieving identical if not better performance metrics on the AdDefend reach compared to the regular reach. By displaying their ads to adblock users they can now address a new target group which would otherwise be lost to online advertising.

#### ■ How do users benefit from AdDefend?

We are convinced of the quality of our reach and recognize our responsibility. In order to achieve both high performance and user acceptance, we apply a strict policy to all of our campaigns. In return for their attention, users enjoy free access to premium content in the long term.

### ABOUT THE COMPUTEC MEDIA GROUP

The Computec Media Group reaches millions of viewers and readers every month with its media, events and services in the world of electronic entertainment and mobile. Computec Media is the leading media company in the IT, games and mobile segment and offers its users competent information, services and events on the topics of digital entertainment, gaming, hardware, IT, CE, software and film. [www.computec.de](http://www.computec.de)

### ABOUT ADDEFEND

Founded in 2015, AdDefend is the world's leading solution for adblock advertising today. With the help of AdDefend's anti adblock platform publishers achieve the upmost potential of their net reach at full predictability. Thanks to the reactivation of Ø 21% of previously lost inventory, their revenue can be increased significantly. Advertisers who work with AdDefend are able to reach a target group that would otherwise be lost to display advertising campaigns. In addition to the increase in net reach, advertisers benefit from a target group that isn't overly frequented and whose reaction is verifiably equal when compared to the audience on the regular reach. The analysis dashboard of our anti adblock platform offers publishers personalized central access for reviewing reportings and managing their own campaigns. 50% of the Top 20 AGOF sites and more than 150 premium publishers already rely on AdDefend. [www.addefend.com](http://www.addefend.com)