

# MORE REACH – WITH ADDEFEND ADBLOCK ADVERTISING



## CASE STUDY

FERNET-BRANCA'S LIFE-IS-BITTER CAMPAIGN ACHIEVES BEST RESULTS ON ADDEFEND'S ADBLOCK REACH ON SPIEGEL.DE



“You have an adblocker – we have an adblocker-blocker – Life is bitter”. This banner was displayed to adblock users via the AdDefend platform.

### CAMPAIGN BACKGROUND:

In November 2016, Fernet-Branca started their LIFE-IS-BITTER national online campaign in Germany. With a target group of 25-35-year-old young adults, the Italian liquor aimed at establishing itself as a fixed part of the hip party life. The campaign's charm comes from the use of ironic language that seeks to address the target group directly. For example: “If you were living in Berlin, your flat would be twice as large – Life is bitter” (Fernet-Branca).

### ONLINE CAMPAIGN DESCRIPTION:

The campaign's online presence was developed and implemented by Pilot. They decided to address the user directly and chose controversial online topics such as adblocking.

### TARGETING ADBLOCK USERS:

The main statement “You have an adblocker – we have an adblocker blocker – Life is bitter” directly targets adblock users – that is how the cooperation with AdDefend started.

### CAMPAIGN GOALS:

The campaign's goal was to achieve the highest visibility paired with ideal targeting (by geography and by specifically targeting adblock users).

### IMPLEMENTATION PARTNER COMPANIES



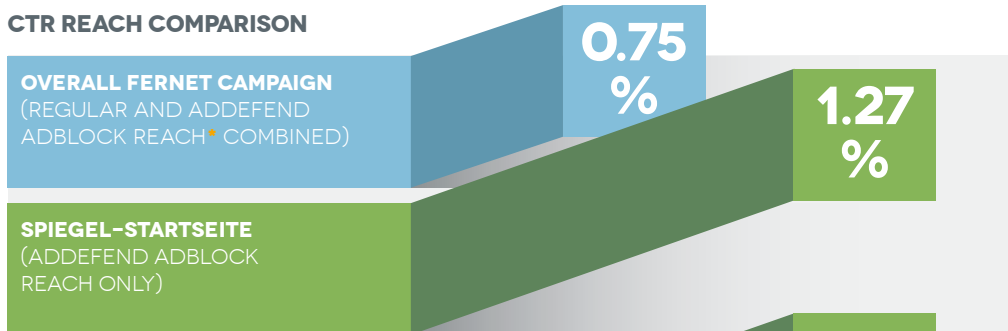
# RESULTS: TARGETING ADBLOCK USERS

## RESULT 1:

The unique and usually blocked target group of adblock users could be reached with the help of AdDefend.

By using the AdDefend platform, \*17.6 Mio. previously blocked ad impressions could be reactivated. Without the AdDefend solution applied on Fernet-Branca's "Life is bitter"-campaign none of these impressions could have been monetized. It would have been simply impossible to reach the users behind these impressions.

### CTR REACH COMPARISON



### VISIT DURATION LANDING PAGE (IN SECONDS) IN COMPARISON TO TOTAL REACH



\* 17.6 million previously blocked ad impressions

## RESULT 2:

Adblock users prove to be the best performing target group in the premium segment (homepage SPIEGEL.de).

High click through rates as well as long dwell times show that AdDefend's targeting of adblock users on the Spiegel homepage was highly successful, especially in direct comparison to the campaign's performance on the overall reach.

### ABOUT SPIEGEL MEDIA

SPIEGEL MEDIA is a category-independent publisher of high-quality brands which are among the market leaders in their segments. Advertisers are able to reach outstanding target groups and achieve considerable benefits by using the quality media of the SPIEGEL ONLINE portfolio. In cooperation with agencies and clients, SPIEGEL's aim is to develop communication concepts that contribute to the use of innovative technical marketing solutions and sustainably further the campaign goals.

### ABOUT PILOT

Pilot creates advertisement for the digital age. Market and advertising research as well as media, creation and technology form the inner dynamics of Pilot. The diverse offers of the independent agency group which is managed by the owner include media counselling online/offline, creation, web-TV, mobile and social media marketing, programmatic advertising, performance marketing, research, media and industrial cooperations as well as content and technology for digital screens.

### 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 utmost potential of their net reach at full predictability. Thanks to the reactivation of 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.de](http://www.AdDefend.de)

# 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.

**How do publishers benefit from AdDefend?** With AdDefend publishers can easily and efficiently reactivate 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.