MORE CLICKS AND NEW GOLD MEMBERSHIPS FOR STAYFRIENDS ON THE ADDEFEND REACH

BEST RESULTS FOR STAYFRIEND'S PERFORMANCE–ORIENTED CUSTOMER ACQUISITION CAMPAIGN WITH ADDEFEND'S ANTI–ADBLOCK SOLUTION

"When was your first day at school?" – **one of the banner ads used as part of the Stay-Friends adblock advertising campaign.** This display campaign was shown using the same set of banners for both users on the regular as well as on the AdDefend reach. AdDefend achieved a remarkable performance among adblock users who are not addressable via the regular reach.

CAMPAIGN BACKGROUND:

The StayFriends campaign kicked off nationwide in December 2016. StayFriends, the leading website for finding friends from former schooldays, aimed at winning new paying members for their online portal. The performance-oriented campaign addresses users who lost contact with their prior classmates with the intention to restore previous friendships.

ONLINE CAMPAIGN DESCRIPTION:

Online users were addressed using a set of three changing images – for example visuals from childhood. The creatives directly appeal to the users by asking questions like "How old are you?", "Do you find your school picture here?" or "When did you graduate?". They were combined with year dates and old yearbook pictures. The creatives used on the regular reach were the same that were being used on the adblock reach.

CAMPAIGN GOALS:

This performance-oriented campaign aimed at encouraging as many users as possible to subscribe to a paid StayFriends gold membership. The AdDefend reach was consciously used to significantly extend the campaign's reach by addressing users with adblockers who are no longer addressable for display advertising on the regular reach.
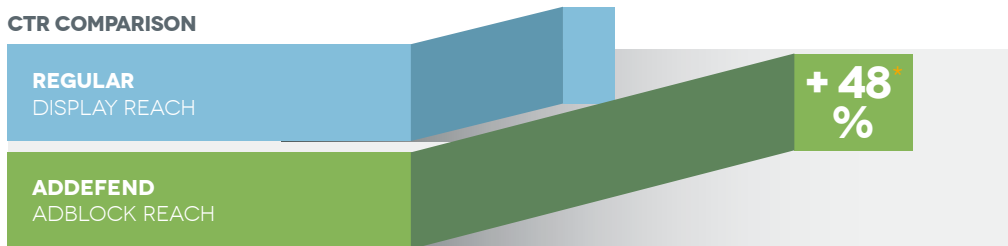
RESULTS:
ADDEFEND ADBLOCK REACH
COMPARED TO REGULAR
DISPLAY REACH

RESULT 1:

The click rates on the AdDefend reach turned out to be 48% higher than on the regular display reach.

With the help of AdDefend, more than 30 million impressions that previously had been blocked could be reactivated. This enabled StayFriends to reach adblock users who would otherwise not have seen their campaign. Adblock users clicked twice as often compared to the performance achieved on the regular reach, which also led to a 11% lower effective CPM.
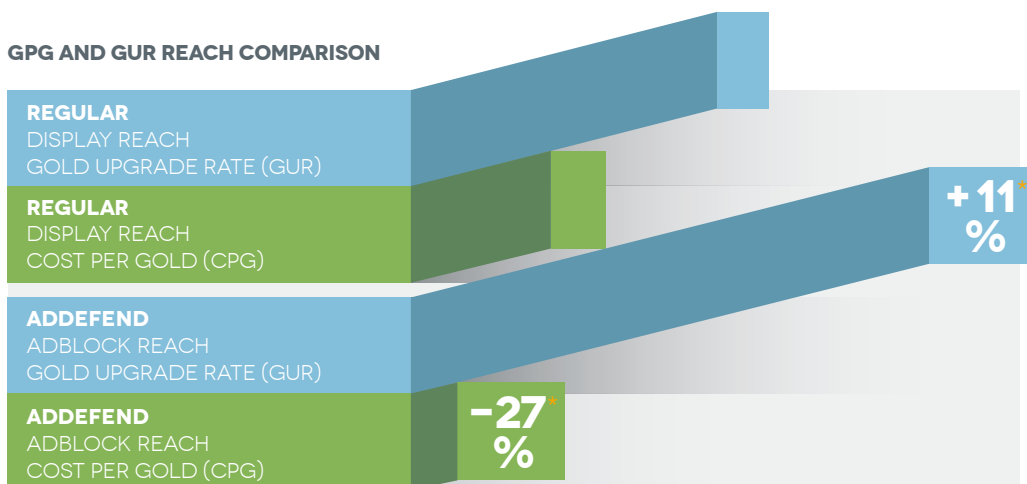
CTR COMPARISON

REGULAR
DISPLAY REACH

ADDEFEND
ADBLOCK REACH

+ 48 % *

* **Compared to the regular reach**

RESULT 2:

A significantly higher percentage of adblock users subscribed to a paid gold membership.

AdDefend achieves convincing results in terms of converting new gold members as well as generating a high click rate. When compared to the regular reach, the campaign attracted almost 11% more new members for a paid gold membership on the AdDefend reach. The costs for StayFriends for each new gold member were more than 27% lower compared to the regular display reach.

GPG AND GUR REACH COMPARISON

REGULAR
DISPLAY REACH
GOLD UPGRADE RATE (GUR)

REGULAR
DISPLAY REACH
COST PER GOLD (CPG)

ADDEFEND
ADBLOCK REACH
GOLD UPGRADE RATE (GUR)

ADDEFEND
ADBLOCK REACH
COST PER GOLD (CPG)

+ 11 % *

– 27 % *

* **Compared to the regular reach**

ABOUT STAYFRIENDS

StayFriends has been the leading website for the recovery of school friends in Germany and other European countries for more than 14 years. In their Berlin office, nearly 100 employees work in the fields of design, IT, product management, online marketing, helpdesk, finance and legal & HR with the ultimate goal to satisfy their more than 20 million users. www.StayFriends.com

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.de

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.