



# SEVEN STEPS TO SURVIVE THE **ADBLOCALYPSE**

CREATING NATIVE EXPERIENCES ACROSS THE MOBILE WEB

ATTENTION TO  
DIGITAL ADS IS DIRE

2000  
CTR AVERAGE  
2.4%

2015  
CTR HAS DROPPED TO  
0.2%

Source: Doubleclick,  
Display Benchmarks, 2010

Source: Doubleclick,  
Display Benchmarks, 2015

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IN FACT, YOU ARE  
**475 TIMES**

MORE LIKELY TO SURVIVE A  
PLANE CRASH THAN CLICK  
ON A BANNER AD.

Source: solve media, 2011

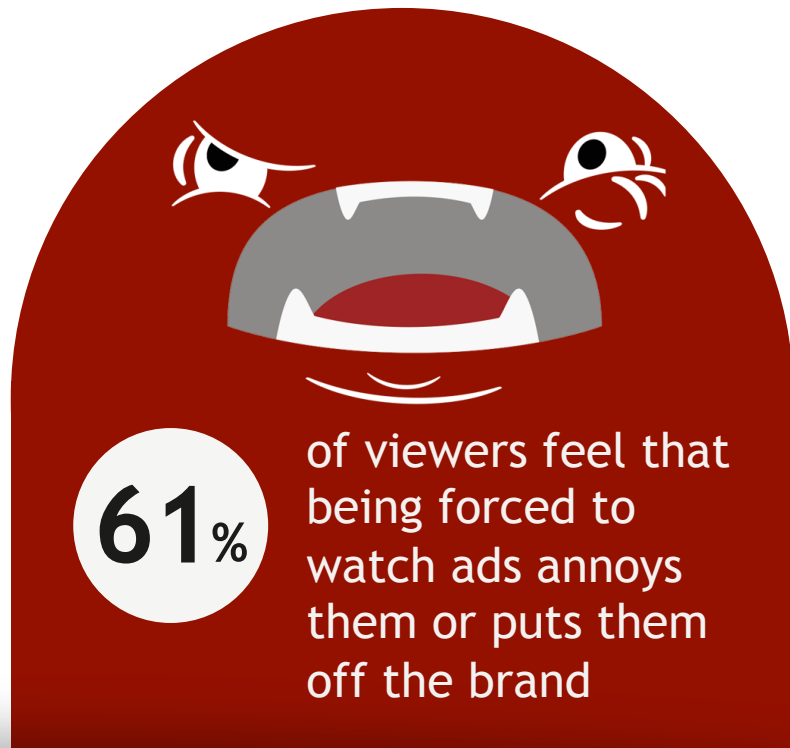
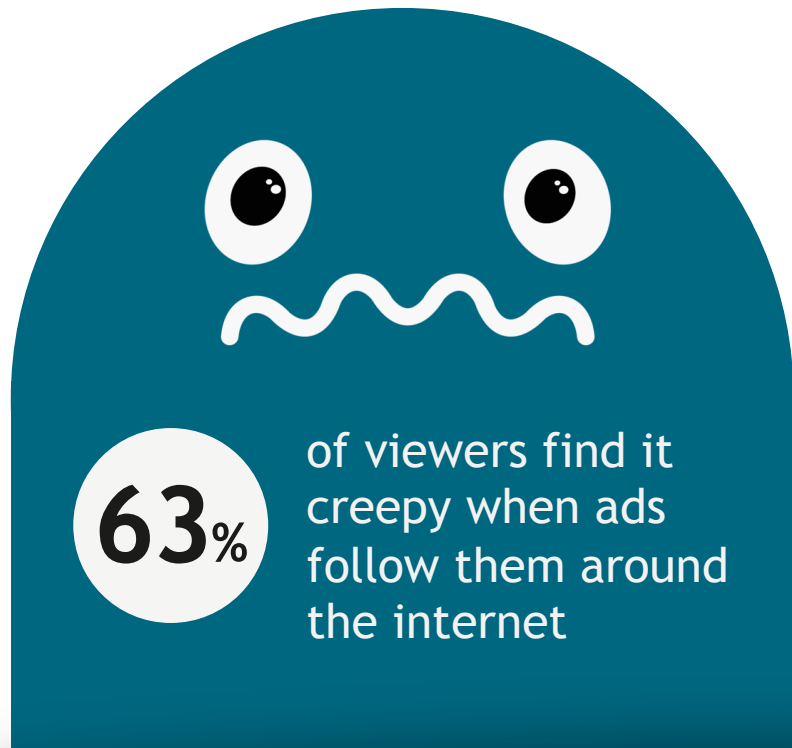


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# VIEWERS ARE ANNOYED BY PRE-ROLL AND ANGERED BY AD STALKING



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Source: Unruly FVL Survey, 3,200 global respondents aged 11-69, July 2015



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NO WONDER THAT TRUST IN  
ADVERTISING IS AT AN ALL TIME LOW



97%

of internet users  
don't completely  
trust advertising

*Source: YouGov, Advertisements  
April 2014*



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*Source: eMarketer.com*

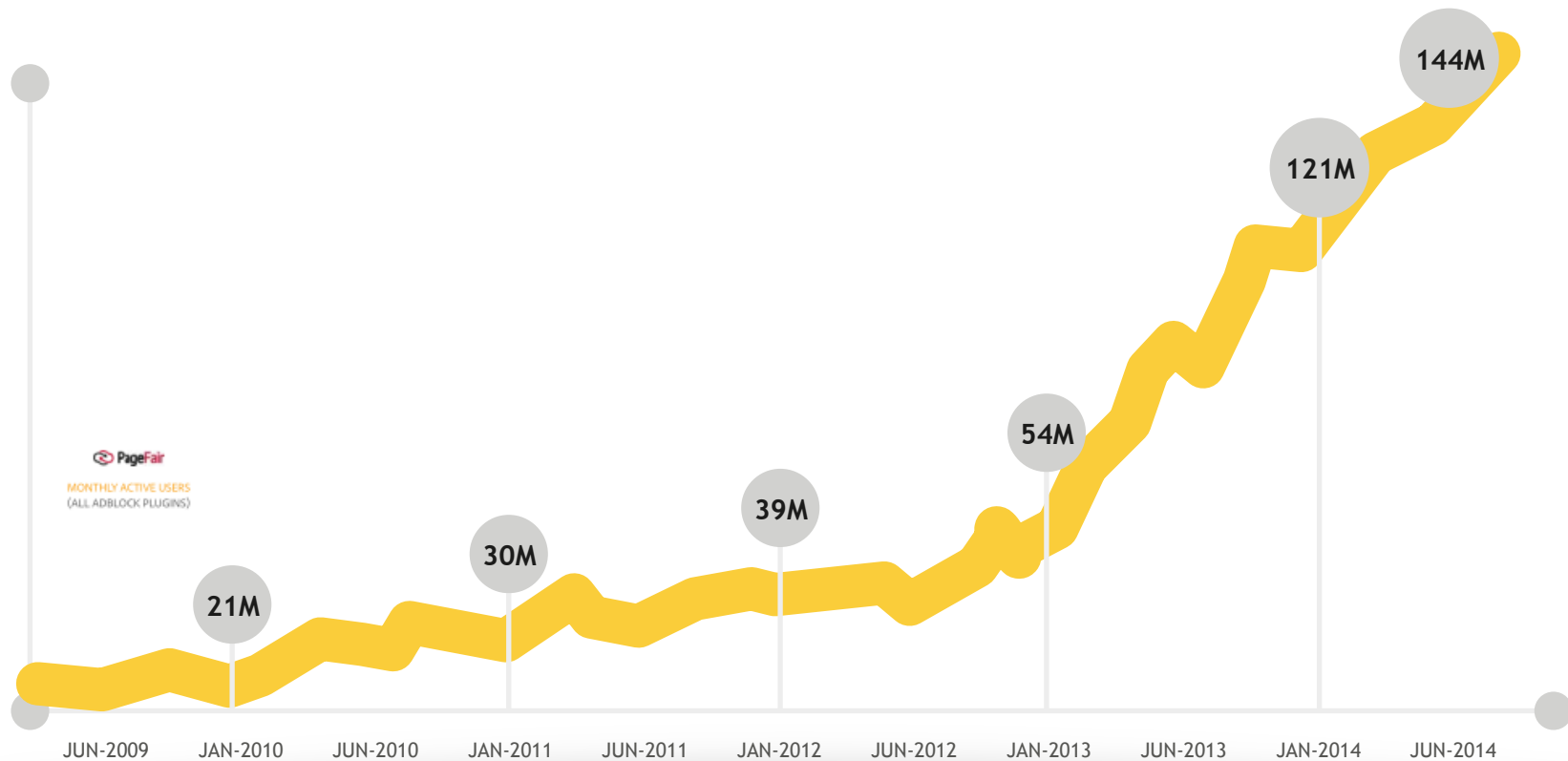


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# AND AD BLOCKING IS GOING UP, UP, UP

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Source: Pagefair and Adobe, Adblocking Report 2014



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WITH NO SIGN OF SLOWING



93%

of viewers would  
consider using ad  
blocking technology  
in the future

*Source: Unruly FVL Survey,  
3,200 global respondents  
aged 11-69, July 2015*



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*Source: Pagefair and Adobe, Adblocking Report, 2014*



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# YOU CAN BLOCK OR CAP YOUR CONTENT

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# YOU CAN PAY THROUGH THE NOSE

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# YOU CAN PLAY CAT & MOUSE

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BUT PEOPLE BLOCK ADS  
BECAUSE THEY'RE SO BAD



SO MUCH  
CONTENT,  
SO LITTLE TIME

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THE  
FUTURE AD  
**MANIFESTO**

# 1

## LESS IS MORE

FEWER PLACEMENTS TO REDUCE AD FATIGUE AND FEWER  
AD TAGS ON EACH PLACEMENT TO IMPROVE PAGE LOAD.



# For Tailgating, Hunting and Thwarting Bears, Yeti Coolers Are The Best



Hunter Atkins  
CONTRIBUTOR

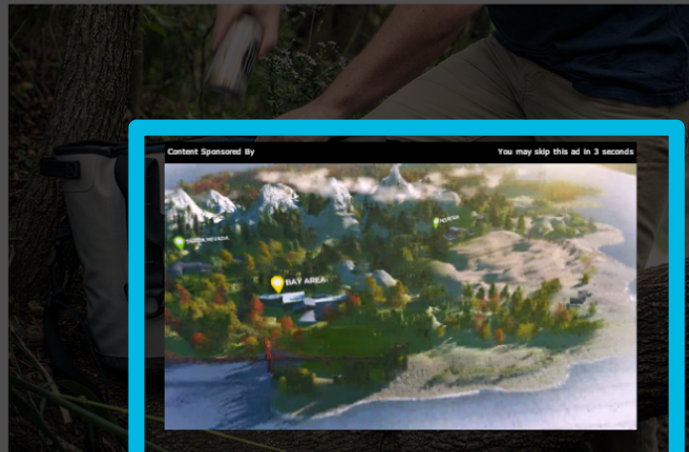
offerings for the wannabe  
adventurer, chef and  
entrepreneur inside us.

FOLLOW ON FORBES (1)



FULL BIO >

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Contributors are their own.

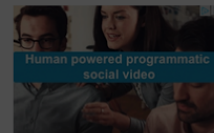


If it can absorb the thrashing from a 500-lb. wrestler, withstand an explosion of fireworks and thwart a grizzly bear mauling, a cooler made by Yeti will likely satisfy your tailgating, hunting and storage needs better than any other on the market.

In 2006, brothers Roy and Ryan Seiders founded Yeti in order to make coolers that endured the durability and damage of the Texas elk season. They came up with innovative designs that handle the typical problems of utility, cumbersomeness, physical abuse and leakage.

Yeti coolers come in a range of sizes and two versions: soft and hard. The Hopper is a portable soft cooler with an inch of firm foam insulation more than competitors, ideal for throwing over your shoulder on a trip. The Roadie is a small hard cooler similarly appropriate to roll to your campsite, whereas the Tundra is larger and more insulated for storing massive contents, like marlins and big game.

The coolers are insulated with a commercial-grade pressure-injected polyurethane foam in the walls "that gives it ice for days," says Yeti's director of product marketing DJ Bell. That advanced technology combines with superiorly durable material. Coolers get beat up. Fishermen and hunters stand on them. A pickup



GlassView  
MEDIA





# 2

## POLITE PLACEMENTS THAT USERS WILL ACCEPT

NON-INTERRUPTIVE WITH POLITE PAGE LOADING.  
CONTENT LOADS FIRST, ADS LOAD SECOND.





**Skippable** out-stream format  
Creates **new premium video** inventory  
**Monetizes** search & social traffic on article pages



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# AD FORMATS THAT EMPOWER CONSUMERS

LET USERS CONTROL THE ADVERTISING EXPERIENCE.





**The ad** is the content  
**Click-initiated**  
**Cost-per-view**  
Player **launches apps**





# SMART DATA & TARGETING

IMPROVES BOTH USER EXPERIENCE & CPMS.



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81%

of Millennials and Gen Z either don't mind or like it when they see ads that are for products or services they are interested in



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Source: Unruly FVL Survey, 3,200 global respondents aged 11-69, July 2015



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# QUALITY CONTROL THE ADS

IT'S NOT ENOUGH FOR ADS TO BE RELEVANT.  
DEMAND (AND CREATE) BETTER ADS.



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**75%**

of Millennials and Gen Z  
share brand content  
- if it's good

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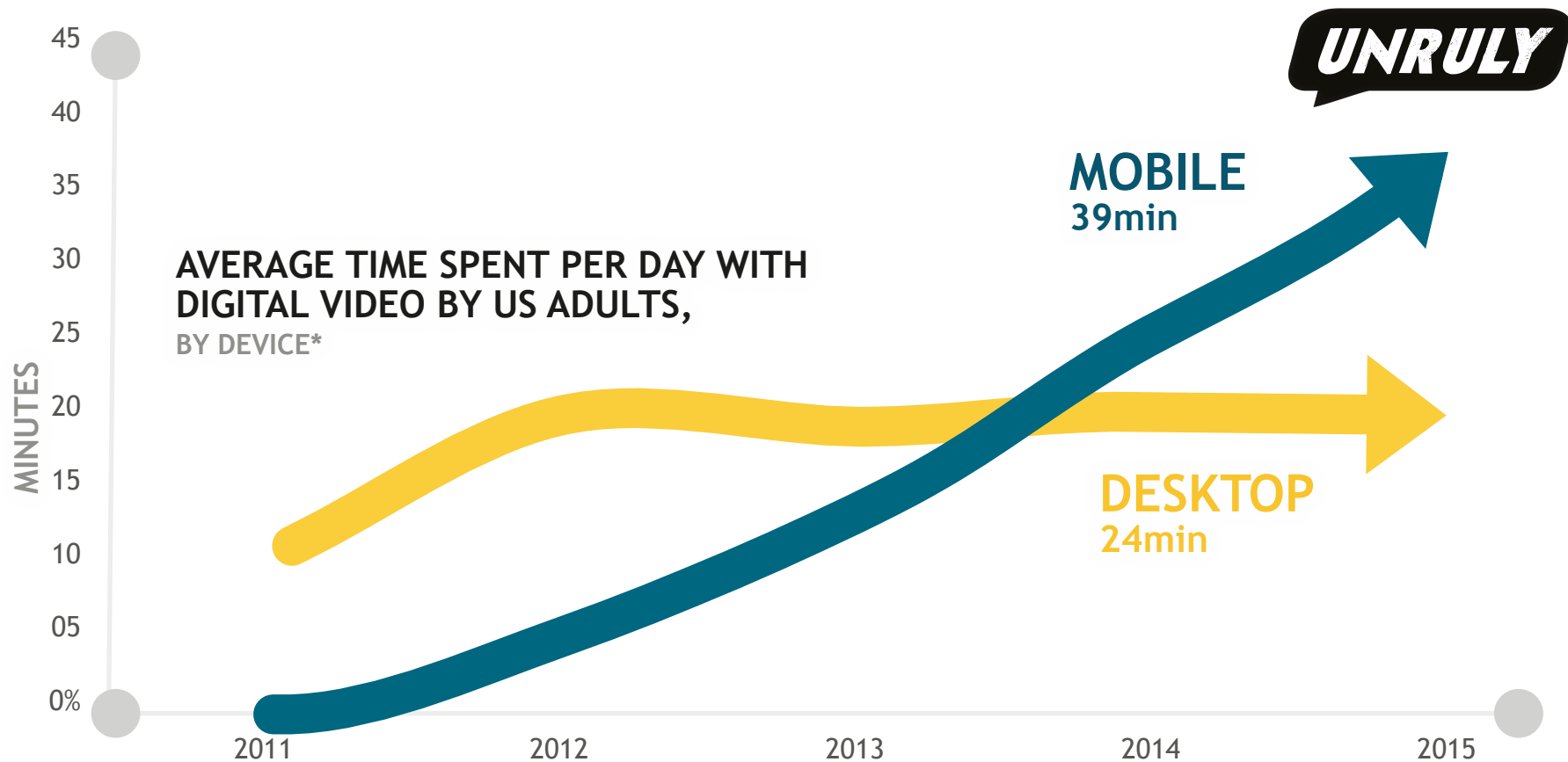
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# MOBILE FIRST

MOBILE WEB & MOBILE APP.







**Native video** at scale  
**Liquid Layout** - Native Tech  
**ViewPlay** - plays only in-view  
**Mobile** audiences





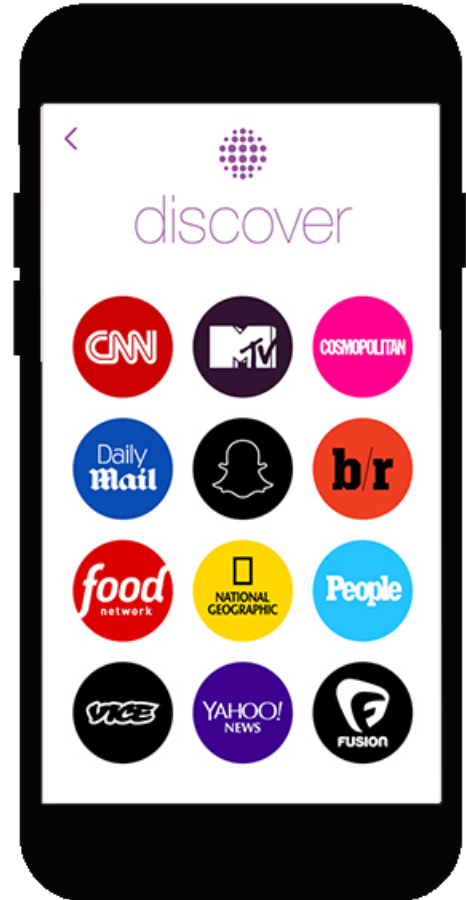
7

BE AGILE

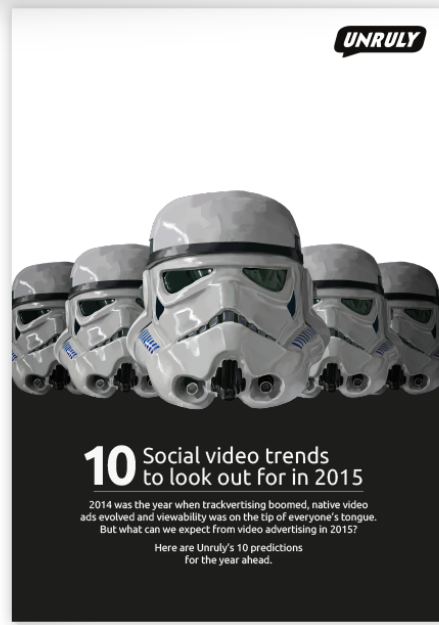
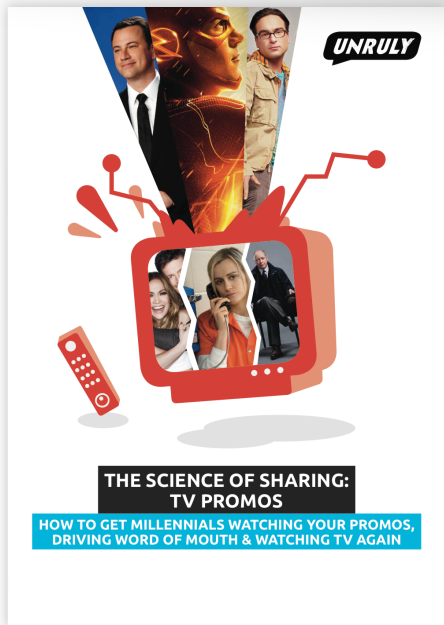
TEST AND LEARN FOR YOURSELF AS THE LANDSCAPE EVOLVES.



# WORLD IS CHANGING FAST



# THANK YOU FOR WATCHING



[unruly.co/insight/#whitepapers](http://unruly.co/insight/#whitepapers)



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