MMA FORUM SINGAPORE
JUNE 9, 2017 | SINGAPORE



Presentation Title: How to combat ad-blocking through creativity

Name of Speaker: Graham Kelly

Designation: Founder

Company Name: Originate

MMA
MOBILE MARKETING ASSOCIATION

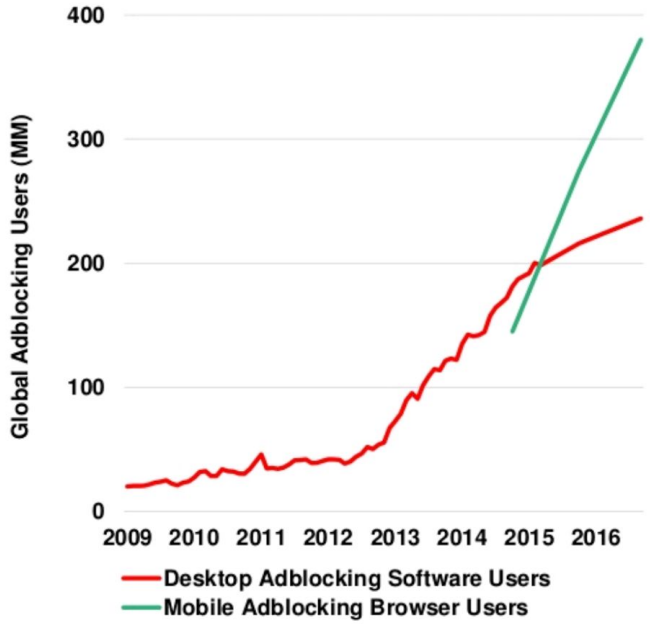


people don’t hate all ads

they just hate bad ads

Ad Blocking = Growth Continues…Especially in Developing Markets… Users Increasingly Opt Out of Stuff They Don't Want

Adblocking *Users* on Web (Mobile + Desktop), Global, 4/09 – 12/16



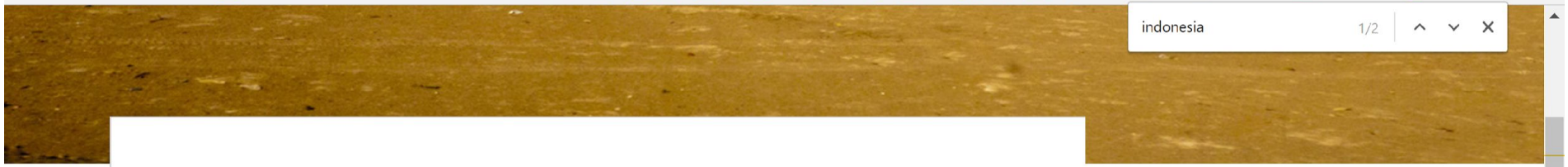
Adblocking *Penetration* (Mobile + Desktop), Selected Countries, 12/16

Country	Desktop	Mobile
China	1%	13%
India	1%	28%
USA	18%	1%
Brazil	6%	1%
Japan	3%	--
Russia	6%	3%
Germany	28%	1%
Indonesia	8%	58%
UK	16%	1%
France	11%	1%
Canada	24%	--

KLEINER PERKINS

Source: PageFair 2015, 2017 reports. These two data sets have not been de-duplicated. The number of desktop adblockers after 1/16 are estimates based on the observed trend in desktop adblocking and provided by PageFair. Note that mobile adblocking refers to web / browser-based adblocking and not in-app adblocking. Desktop adblocking estimates are for global monthly active users of desktop adblocking software between 4/09 – 12/16, as calculated in the PageFair's 2015 and 2017 reports. Mobile adblocking estimates are for global monthly active users of mobile browsers that block ads by default between 9/14 – 12/16, including the number of Digicel subscribers in the Caribbean (added 10/15), as calculated in the PageFair & Priori Data 2016 and PageFair 2017 Adblocking Report.

NL Report: Mobile adblockin ×
Graham
www.niemanlab.org/2017/02/report-mobile-adblocking-has-exploded-in-asia-but-its-still-tiny-in-north-am...
Apps Home | HCLI Calendar Or Cont O O O Or TP NLS Other bookmarks
indonesia 1/2



Report: Mobile adblocking has exploded in Asia, but it's still tiny in North America and Europe

In Indonesia, 58 percent of mobile devices are running adblockers. In the United States: 1 percent.

By **JOSEPH LICHTERMAN** @ylichterman Feb. 1, 2017, 10:10 a.m.

The use of mobile adblockers has overtaken desktop adblockers globally due to a sharp increase in usage in Asia, according to a study out Wednesday from PageFair. Meanwhile, in the United States, nearly 1 in 5 desktop Internet users is blocking ads, but mobile adblocking remains rare.

Of the 615 million devices globally running adblockers in December 2016,

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indonesia 2/2

- Germany: 29 percent desktop, 1 percent mobile.
- France: 11 percent desktop, 1 percent mobile.
- Spain: 19 percent desktop, 0 percent mobile.
- Poland: 33 percent desktop, 0 percent mobile.

And from Asia and the Middle East:

- China: 1 percent desktop, 13 percent mobile.
- Indonesia: 8 percent desktop, 58 percent mobile.
- India: 1 percent desktop, 28 percent mobile.
- Saudi Arabia: 6 percent desktop, 21 percent mobile.

In an attempt to convince users to turn off their adblockers, some outlets have experimented with preventing users from accessing their coverage unless they turn off their adblockers. The PageFair report suggests that the strategy is largely ineffective, however. The study says that 90 percent of those surveyed who use an adblocker have encountered one of the walls, and 74 percent said they leave websites when they encounter the walls.

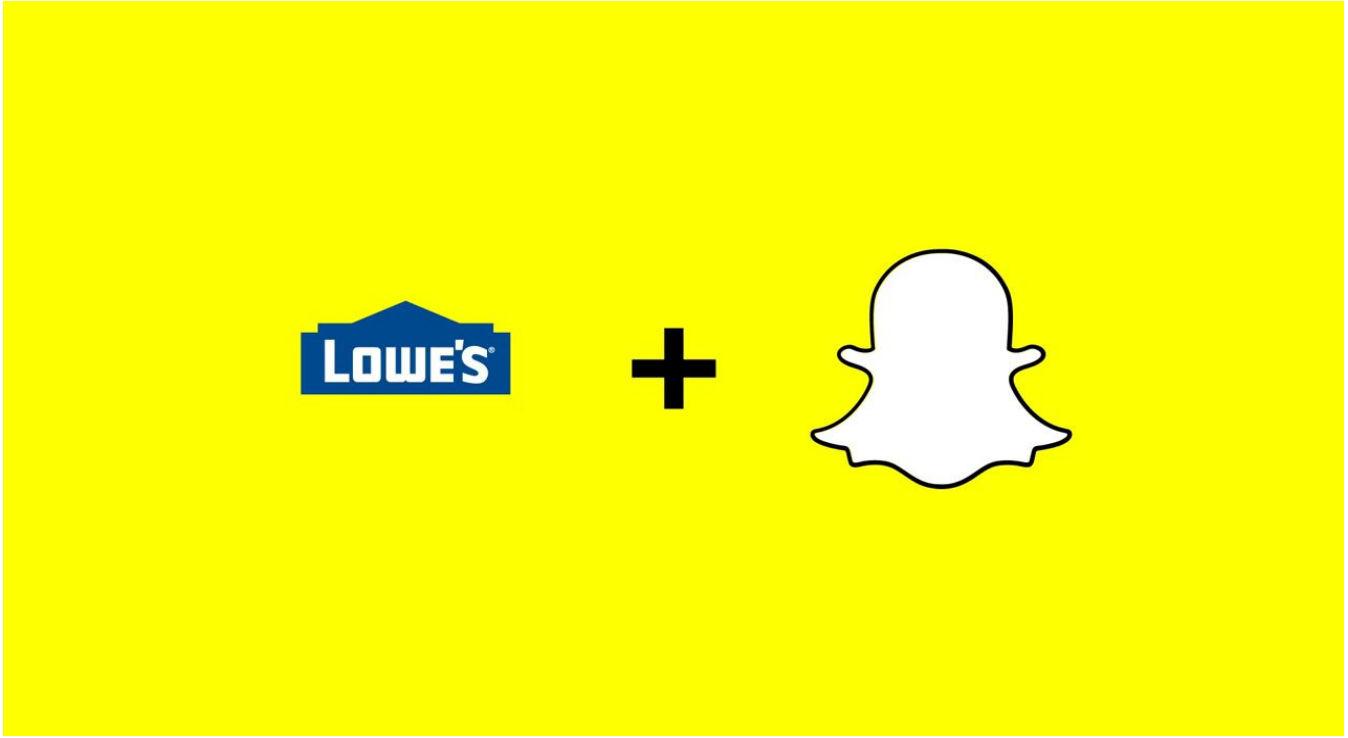
tip #1: make better ads

simple
smart
distinctive
entertaining
effective


#EYESONGIGI

The Idea:

During Prostate Cancer Awareness Month urge men to get an exam with a mobile ad they don't want to skip.


LOWE'S

tip #2:
be creative with promos


20°
18°

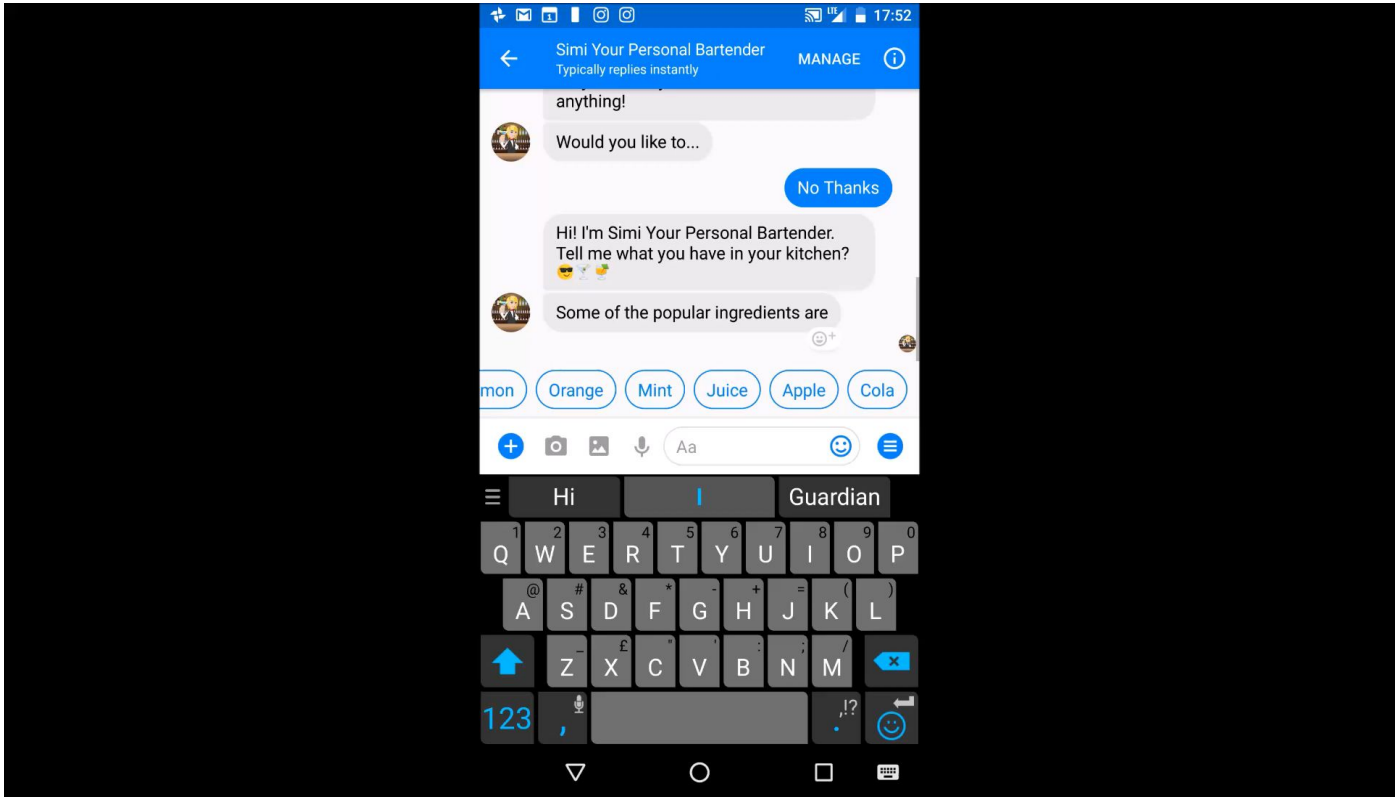
tip #3: explore technologies


KIDS have ALWAYS THOUGHT
BAND-AID® BRAND ADHESIVE
BANDAGES are MAGICAL

tip #4: provide a service


Speed
8
km/h
Once the app is installed, it monitors
the driver's speed via GPS
8
km/h

bonus tip: think about chatbots


17:52
Simi Your Personal Bartender
Typically replies instantly
MANAGE
anything!
Would you like to...
No Thanks
Hi! I'm Simi Your Personal Bartender.
Tell me what you have in your kitchen?
Some of the popular ingredients are
mon
Orange
Mint
Juice
Apple
Cola
Aa
Hi
I
Guardian
123