Coalition for Better Ads

Better Ads Standards

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The Coalition for Better Ads has developed global Better Ads Standards for desktop web and mobile web, based on comprehensive research involving more than 66,000 consumers.

Find further information/ all research results here: https://www.betterads.org/

more than 66,000 surveys   **2.5 years**

Ad Experiences

The Coalition's research identifies the ad experiences that rank lowest across a range of user experience factors, and that are most highly correlated with an increased propensity for consumers to adopt ad blockers.

These results define global Better Ads Standards that identify the ad experiences that fall beneath a threshold of consumer acceptability.

Four types of desktop web ads (55 tested) and eight types of mobile web ads (49 tested) fell beneath this threshold.
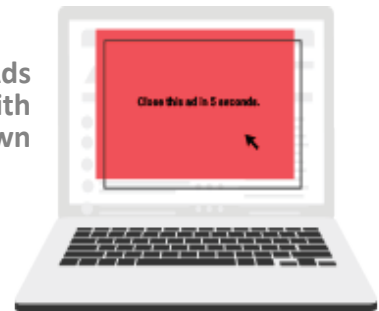
Desktop

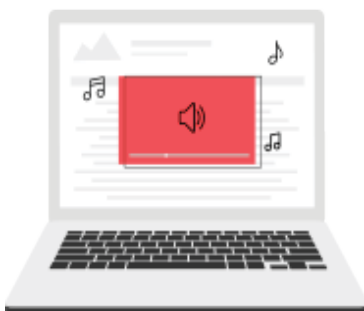Note: Certain types of ads come in various styles.

Find further information on: https://www.betterads.org/standards/

Pop-up Ads

Prestitial Ads with Countdown

Close this ad in 5 seconds.

Auto-playing Video Ads with Sound

Large Sticky Ads

Mobile

Note: Certain types of ads come in various styles.

Find further information on: https://www.betterads.org/standards/
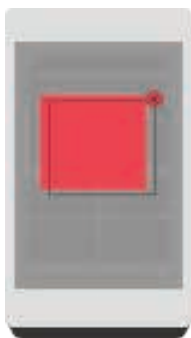
Pop-up Ads

**Ad Density
Higher Than 30%**

**Flashing
Animated Ads**

Close this ad in
5 seconds.

**Prestitial Ads
with
Countdown**

CONTINUE TO SITE

Prestitial Ads

SCROLL TO TOP TO DISMISS

**Fullscreen
Rollover Ads**

**Auto-playing Video
Ads with Sound**

Large Sticky Ads

Good to know 💡

The CBA methodology chosen has several advantages over competing approaches.

1. The Coalition's research identifies the ad experiences that rank lowest across a range of user experience factors, and that are most highly correlated with an increased propensity for consumers to adopt ad blockers.

2. It focuses on the presentation of the ads rather than the content.