

Regain Revenue

Instart Logic's AppShield Ad Integrity solution allows premium web publishers to continue monetizing their websites despite the rising deployment of ad blocking technology. It's the only solution that allows publishers to continue using their existing ad delivery and measurement systems, and its easy deployment process requires only a simple DNS change to use.

Key Benefits



Transparent to ad delivery and measurement systems - ensuring publisher ability to continue leveraging their existing investments in ad servers, viewability tracking tools, ad exchanges, and more.



The flexibility to deliver an existing ad experience or craft a unique one that provides a less impactful experience for users with an ad blocker installer.



Simple to deploy, with no code changes required - Make a simple DNS change and the service takes care of everything else.

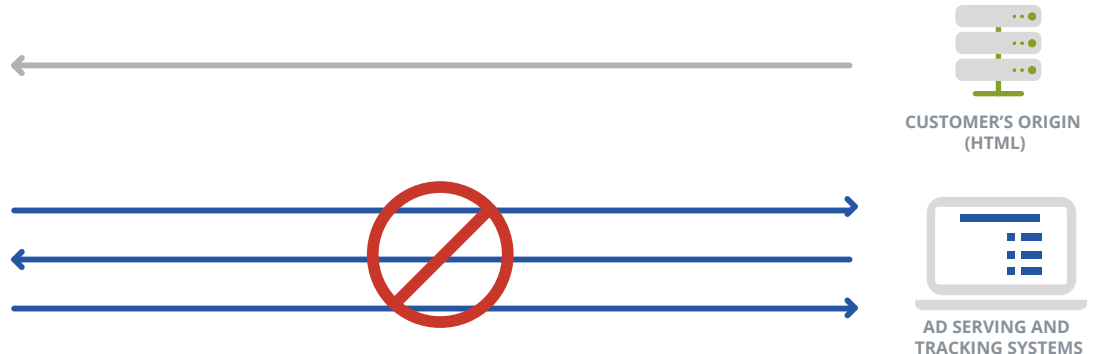
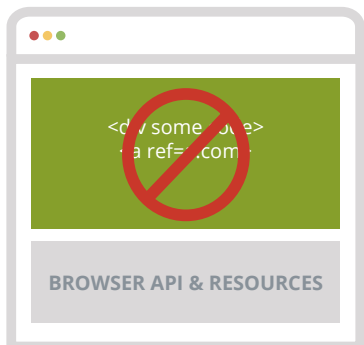


Integrated into the world's most advanced application delivery service, which provides amazing levels of performance, security, and reliability with a globally-deployed delivery service.

A Rising Challenge with a New Breakthrough Approach

Ad blocker use continues to rise dramatically, with general rates of use at 15-30%. In some cases, it is as high as 40-50%. What's more alarming is that adoption rates are accelerating, growing every month as more mainstream non-technical users become aware of ad blockers.

END USER BROWSERS



To date, web publishers have had limited options to curb the erosion of their advertising revenue streams caused by ad blocking. Existing attempts at asking users to disable ad blockers or provide revenue via alternative means (such as subscriptions) have suffered from low conversion rates and, worse, can provoke strong negative user reactions when they are confronted about their use of ad blockers.

Now Instart Logic has developed a breakthrough capability as part of its existing application delivery service that enables web publishers to monetize their sites without complex integrations and enables the continued use of their existing ad technology stack. Premium web publishers already using this technology in production are finding that by delivering non-invasive advertising experiences to these users, they can unlock new revenue without negative reactions from end users.

Business Impact and Revenue Opportunities:

Ad blockers don't discriminate when it comes to the type of ad or user data they interfere with, so assessing the true revenue impact they have is a challenge. While every publisher's site is different, here are a few areas where revenue and value can be recaptured:



Direct ads: For most publishers, this is where the revenue potential is the greatest. Highly valuable impressions, such as those on the home page, historically have high direct sell rates. Unfortunately, ad blockers constrain the available supply to sell. Unlocking 15%-30% more of these highly sellable, high-CPM impressions can have a dramatic impact on revenues.



Native: As native ads become an increasingly popular revenue stream for publishers, so too have they caught the attention of ad blockers. Services like Outbrain and Taboola and even "sponsored content" are increasingly being blocked by ad blockers. Ensuring that investments in these new streams of revenue are seeing returns are becoming increasingly important.



Programmatic ads: Just as with direct impressions, ad blockers drastically reduce the supply of ads that publishers traditionally sell programmatically. Since programmatic ads tend to fetch lower CPMs than direct ads, volume is important. That, combined with the growing percentage of impressions being sold on exchanges vs. directly, means that every impression is critical to maximize revenue.



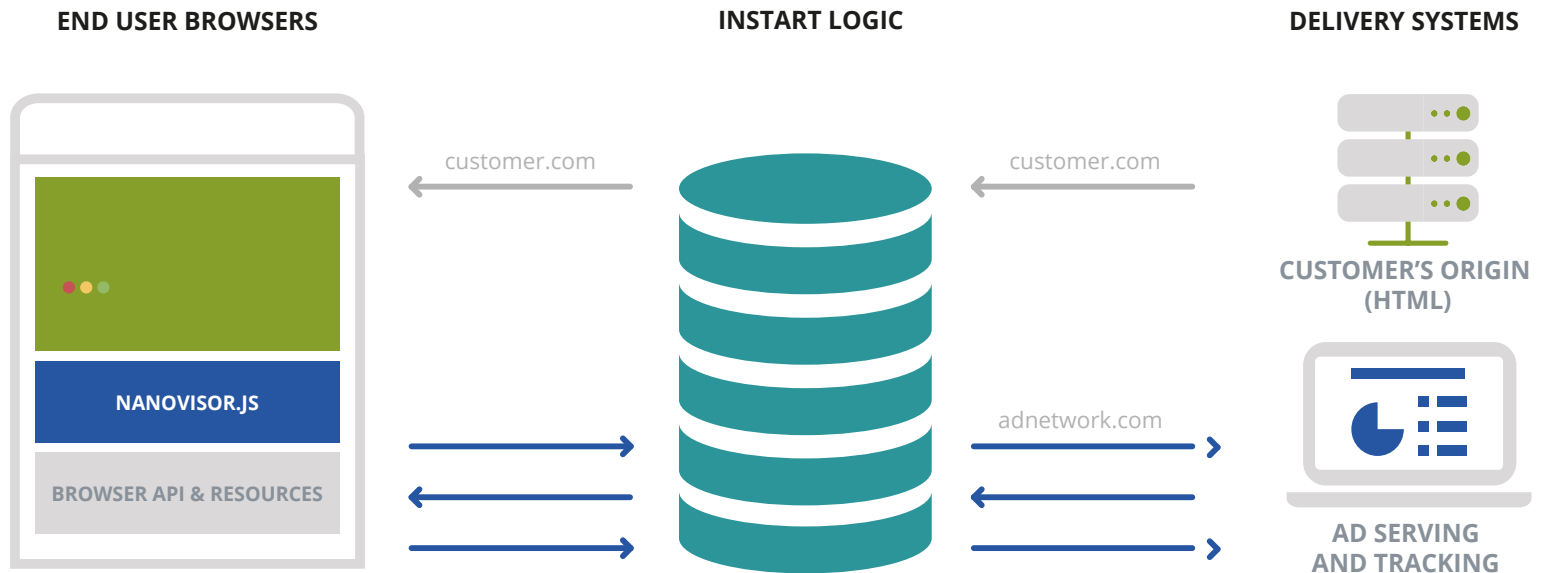
User data: Ad blockers tend to make users "invisible" when it comes to interacting with sites. While this affects ad revenue, it also impedes insight into user experience (UX). Since UX drives page views and time on site, which then makes an impact on ad revenues, ensuring you have the necessary data to maximize UX is critical.

Built Using Instart Logic's Endpoint-Aware Architecture

To achieve the performance, security, and control that the Instart Logic architecture provides, we virtualize applications in the browser. Extending our service transparently into the end user's browser is made possible by the Nanovisor, a JavaScript-based virtualization layer that sits between the browser's standard APIs and the running website or application. This virtualization layer is able to intercept standard browser API calls without any changes to a web page's code. By intercepting these browser API calls, the browser is able to understand the load sequence of web pages and control resource access dynamically at runtime.

This unique endpoint-aware architecture has been used for over 4 years to power the innovative performance and security features of our application delivery service. Our Ad Integrity solution leverages this existing architecture to ensure the integrity of web experiences in end users' browsers despite browser extensions' attempts to block or distort what the publisher originally intended.

Ad Integrity: How it Works



Web publishers make simple DNS changes to flow the network domains that carry their HTML through the Instart Logic system. This allows our system to inject a small piece of JavaScript that can detect the presence of ad blockers. When an ad blocker is detected, the JavaScript-based virtualization layer Nanovisor, together with our intelligent cloud-based, machine learning platform, encrypts and delivers all the elements of the page using the customer's existing delivery services.

As a result, each resource on the page, and any signals and actions such as measurement beacons or user clicks, will have its URL encrypted and obscured. This renders ad blockers ineffective, as they can no longer search for patterns which would indicate a resource is related to advertising.

The result is simply the experience that the web publisher intended on delivering to the end user with no changes to the ad delivery or measurement systems; end users have no need to be aware the technology is even being used.