



Filtering Ads in Chrome

www.gemius.com

Starting on February 15, 2018, Google Chrome will start blocking ads on websites that do not meet the requirements set by the Coalition for Better Ads (CBA). The current list of prohibited ads can be found on the CBA's website (<https://www.betterads.org/standards/>). Blocking will be enabled on websites that do not pass the ad experience review process successfully (and do not fix the issues found within the period of 30 days) and will apply to all ads on the website, not only to those not compliant with the standards established by CBA.

What is ad filtering

The most up-to-date description of the entire process can be found at:
https://support.google.com/webtools/answer/7072706?hl=en&ref_topic=7073503.

Below you may find a summary of the review cycle.

First, a website is reviewed in terms of displayed ads (an ad experience review is performed), and as a result it is assigned one of the following three review statuses:

1. **Passing:** no significant number of non-compliant ads have been detected on the website (ads will not be blocked by Chrome)
(Google "reviewed your website and haven't detected a significant number of annoying ad experiences on your pages")
2. **Warning:** a number of non-compliant ads have been detected on the website. The issues specified in the review report should be fixed and the website submitted for another review. As long as the website remains in this status, the ads will not be blocked.
(Google "reviewed your website and detected a number of ad experiences that violate the Better Ads Standards. You should fix the issues as soon as possible and submit your website for another review")
3. **Failing:** the number of non-compliant ads (that do not meet the requirements set by the CBA) exceeds the allowed threshold (2.5%). Issues should be fixed ASAP and the website submitted for another review immediately (before it is necessary to make sure that all issues have been fixed, not only those listed in the review report because third and subsequent review requests cannot be made until 30 days have passed since the previous review submission. If your site remains in this status, Chrome will filter ads.
(Google "reviewed your site and detected numerous ad experiences that violate the Better Ads Standards. You should fix the issues as soon as possible and submit your site for another review")

How do I check the review status of my website

The description of how the review status can be checked is available at:
https://support.google.com/webtools/answer/7072528#gaining_access_to_the_report

You may check the review status of your website using the tool provided by Google called [Ad Experience Report](#). It is available to website owners who are verified for site ownership on Search Console. In order to get verified:

- visit <https://www.google.com/webmasters/tools/home>
- type the URL address of the website
- click *Add a property*
- proceed in accordance with the information displayed

How do I ensure that my ads comply with the requirements of the CBA

The most up-to-date list of non-compliant ads can be found at:
<https://www.betterads.org/standards/>

Below is a brief summary of the information from the above link, including the impact on global ad formats available in AdOcean.

Video ads

Non-VAST video ads (not displayed before/in the middle/at the end of the actual video material that is not an advertisement) should not start with the sound on. For this purpose, select "No" or "Only on hover (PC)" (if available for a given ad template) when setting up the Sound settings. Thanks to this, the sound will be turned on only when the user enables the sound or hovers over the ad. Below is sample configuration for the In Article Video ad format:

video controls:	<input checked="" type="checkbox"/>
Video loop:	<input type="checkbox"/>
Sound:	<input type="radio"/> Yes <input type="radio"/> Only on hover (PC) <input checked="" type="radio"/> No
Expansion time:	<input type="text" value="0.9"/>
Visibility threshold:	<input type="radio"/>

Ads that do not scroll with the screen (Sticky Ads)

In the case of ads attached to one of the edges of the screen, it needs to be remembered that they should not occupy more than 30% of the height of the area inside which the web page is displayed (viewport). For example, the below ad creative takes up much less than 30% of the height of the visible part of the web page and therefore it meets the requirements established by the CBA.



Interstitial ads

The only interstitial ads that are compliant with the requirements established by the CBA (on desktop devices (PC); on mobile devices such ads will be considered intrusive) are ads displayed before any part of the web page is visible, i.e. ads called prestitials. It is possible only with the use of the synchronous mode ("old") and on a placement that is positioned immediately after the <body> tag, for example:

```
<html>
<body>

<div id="ado-placement-id"></div>
<script type="text/javascript">
/* (c)AdOcean 2003-2018, comment */
ado.placement({id: 'ado-placement-id', server: 'host' });
</script>

<!-- website content -->

</body>
</html>
```

Due to differences in the construction of websites, it is advised to test on each website separately whether a given combination of placement and ad format works properly, that is whether the ad appears first and no page content is visible before. Otherwise, the ad will be marked as a pop-up and all ads on that website may be blocked after a certain threshold is exceeded.

Ads dedicated for mobile devices

In the case of ads dedicated for mobile devices, the list of non-compliant ads is longer and includes all layer ads (those that show up and cover the content of the web page), as well as ads displayed before the content of the web page is displayed (prestitial), described in the previous paragraph.

To sum up, ads dedicated for mobile devices should not violate the rules established for ads dedicated for desktop devices and:

- should not block the user from accessing the content of the web page. Ads that cover the content of the web page are forbidden. Ad formats such as Fullscreen Overlay should not be used.
- it needs to be ensured that the height of an ad does not cause that its total height is more than 30% of the height of the web page.
- ad creatives should not change color quickly, preventing users from focusing on the web page content (ads that can fall in the [Flashing Animated Ads](#) category).

Ad formats not compliant with the requirements of the CBA

If a given ad format is not compliant with the requirements established by the Coalition for Better Ads (regardless of its parameter settings), it is marked as follows in the interface:

PROPERTIES	PARAMETERS	CODE PREVIEW	EXCLUSIONS
Set creative parameters:			
Warning! This template may be flagged as violation according to Better Ads Standards. Please read this Coalition for Better Ads compliance document to prevent ad blocking by Google Chrome.			
Creative:	Toplayer		
Template name:	Toplayer		

We do not recommend using such ad formats for displaying creatives in the Chrome browser.

Whether or not other ad formats are verified as compliant depends on the settings of parameters, their location on the web page and the devices they are intended for (e.g. targeting on mobile devices).



Gemius S.A.

ul. Postępu 18B

02-676 Warsaw, Poland

Phone: + 48 22 390 90 90

+ 48 22 378 30 50

Fax: + 48 22 874 41 01

contact@gemius.com

www.gemius.com