

Methodology

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/> 

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.

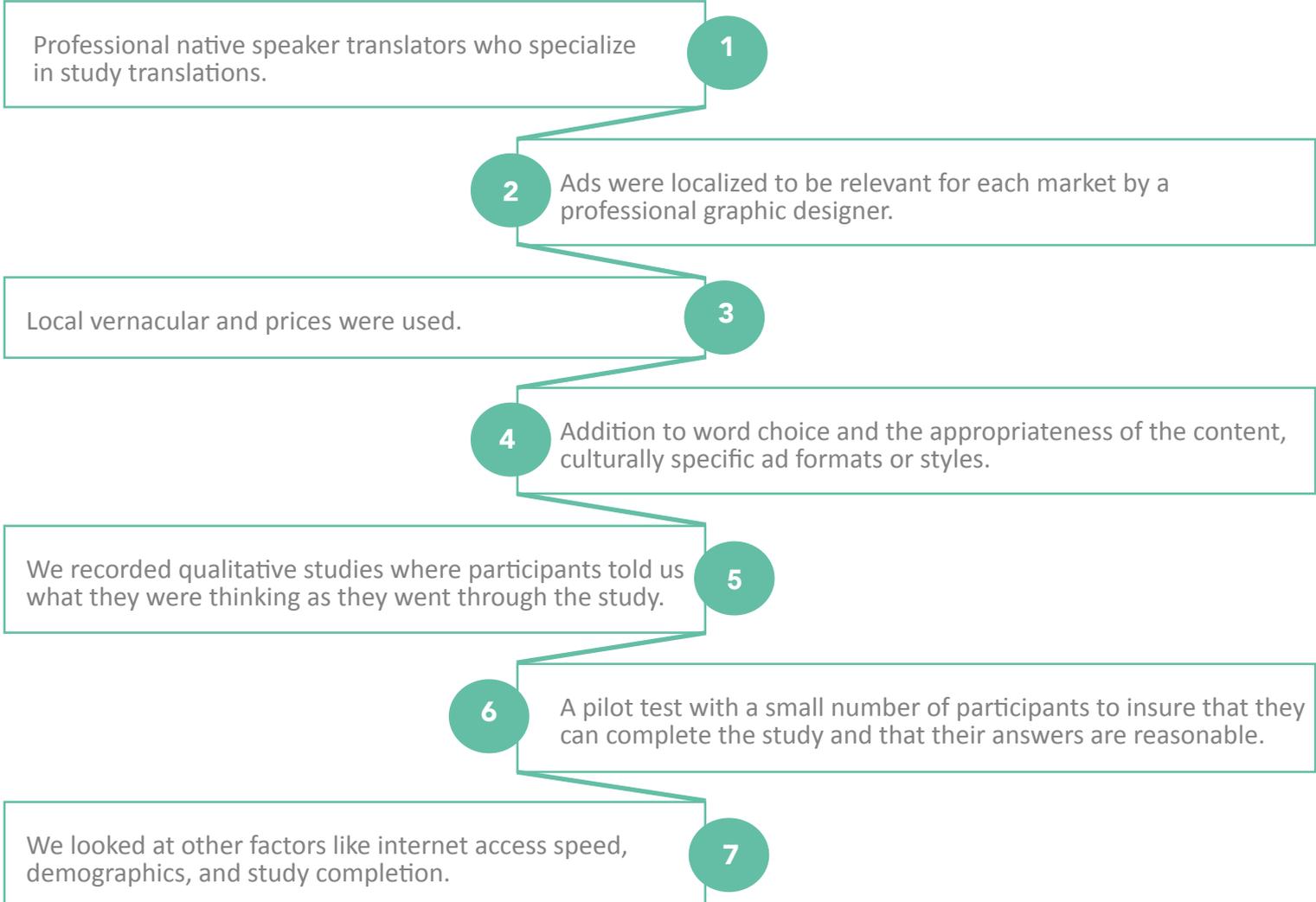
Why is the focus on the presentation of ads?

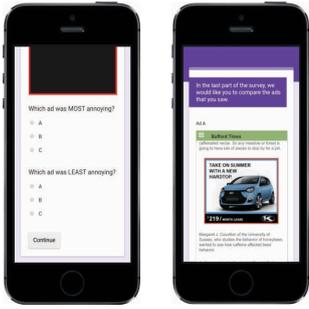


This is useful for developing a standard of ad experiences to avoid. It minimizes the impact of the quality or content of the ad creative as this is infinitely variable and hard to define clear standards. It asks participants to rank experiences, rather than simply rate them.

 more than 66,000 surveys  2.5 years

The same process has been used for all localizations





Example: Rating & Ranking Ad Experiences

The consumer sees different types of ad formats as they read online articles. The consumer rates each experience.

The content of the ad is neutral and controlled. The variable in the survey is the consumer's response to the differing ad experiences.

The consumer sees three different experiences and comparatively ranks them.

Stack Rank

After all studies were completed, the data was combined using a Bayesian model weighted by the size of the internet population of each country.

What is the stack rank? ?

The stack rank of ad experiences shows the relative preferences and are not absolute preferences.

