

## Ad-Blocking in the Real World

Prepared by SuperAdBlocker.com ( [www.superadblocker.com](http://www.superadblocker.com) )

### Background of SuperAdBlocker.com

SuperAdBlocker.com was formed to focus on all forms of ad-blocking and provide a product that will continue to address new forms of advertising as they appear on the market. Our staff has over 30 years of combined marketing and development experience.

### Advertising Technology Explained

In today's fast paced market, there are many different advertising technologies. It is no longer sufficient for an ad-blocker to simply block "pop-up" type ads, as with the wealth of pop-up blocking products on the market advertisers are being driven to create new types of ads based upon new technology and methods of display. Most ad-blocking products will not properly handle the new types of ads.

Super Ad Blocker was designed from the ground up to handle these new ads, as well as new types of ads that have not been invented or deployed to date. This is made possible by our intelligent detection technology backed by a rules system that can be updated immediately to block new types of ads as they appear.

A popular website [www.popuptest.com](http://www.popuptest.com) features several common advertising techniques. The following is an explanation of each of the technologies.

#### Common Pop-Up Techniques

The common pop-up techniques use script such as JavaScript or VBScript to create a new window from within the web page to display an advertisement. These pop-ups are the standard pop-ups that users are inundated with on a daily basis while surfing the Internet. These pop-ups can be triggered by entering a page, leaving a page, a timer, or mouse movement. There are many variations on the way they are triggered, each engineered to fool ad-blockers into thinking they are legitimate.

Within Internet Explorer, there is an additional type of window that can be created called a "Web Based Dialog" which appears as a standard window displaying an HTML page/ad that is often NOT blocked by standard ad-blockers. An ad-blocker cannot simply block all of these windows, as they are also used by legitimate web sites such as Hotmail.com and the Windows Update by Microsoft to display the license agreement and download options. The ad-blocker must be able to intelligently determine when these windows are legitimate, and when they are not.

#### Less Common Pop-Up Techniques

As pop-up blockers are suppressing many of the common pop-ups, advertisers have been forced to create new technologies and techniques for displaying ads.

#### Floating Ads and Drop-Down

Floating, Fly-In and Drop-Down style ads are typically generated by placing an advertisement in a DIV or SPAN HTML tag. The DIV and SPAN elements can be placed anywhere on the web page and made to move by simply script commands located in the web-page.

Many ad-blockers simply disable all moving items on a web page. This is NOT sufficient as there are many legitimate uses for moving elements such as menus,

navigation and information display. Super Ad Blocker intelligently differentiates between the advertising related and non-advertising items.

Prominent sites such as Amazon ([www.amazon.com](http://www.amazon.com)) use the drop-down style ad on its home page to display advertising related material. Super Ad Blocker intelligently detects this and blocks the ad without disrupting the page display or surfing experience.

### **High-Tech Pop-Ups and Floating Media (Rich Media)**

As the Macromedia Flash technology has become more prominent on the web and has gained wide acceptance due to its speed and flexibility. Advertisers are taking advantage of this technology to create ads that often “appear” over the top of a web page. These ads can be more intrusive as you simply cannot close them like you can a pop-up ad window. You must often wait until the ad completes before you can view the full web page content.

Flash ads/movies can be placed inside a DIV or SPAN element and displayed directly over the web page. Again, an ad-blocker cannot simply disable all Flash, as many sites such as [www.tvguide.com](http://www.tvguide.com) , [www.comcast.net](http://www.comcast.net) , [www.honda.com](http://www.honda.com), [www.ford.com](http://www.ford.com) , to name but a few, use Flash for their primary navigation systems. If Flash is completely disabled those sites will no longer be usable, which is unacceptable to the end user.

### **Spyware/Adware Advertising**

Spyware/Adware such as Sandboxer, Huntbar/WinTools, Ezula, WhenUSearch and others have been widely and unknowingly deployed on end users systems. These applications often slow down the computer and relentlessly display pop-up advertising even when not surfing the Internet.

Super Ad Blocker prevents over 300 of the major spyware/adware application components from running, thus preventing them from displaying ads. Most ad-blockers will NOT handle these types of advertising.

### **It's not just what is blocked, but also what is NOT blocked**

Today a user must not only consider what an ad-blocker will block, but what it won't block. Many popular ad-blocking and banner removing products destroy the integrity of the web page and can render it unusable because content is removed or technology disabled that is required for standard interaction on the site.

Super Ad Blocker is highly focused on providing an uninterrupted surfing experience while removing the annoying and often offensive advertising content.

### **Community based reporting – help from our users in the real-world**

Super Ad Blocker features community based reporting where an end user may right-click in their browser and report an ad that was not blocked by Super Ad Blocker. Our technicians can then immediately review and address the new ad so it will not longer be displayed.

It is virtually impossible for an ad-blocking product to catch 100% of the ads 100% of the time. Super Ad Blocker features a dual-technology system where it can intelligently detect certain styles of advertising, and also uses a rule based system to help guide its decisions when necessary. This is similar to how many successful spam filtering software packages operate.

Community based reporting works in a similar fashion to the Virus reporting systems and is a proven method for quickly addressing new ad technologies as they appear on the market.

### **What should you look for in an ad-blocking solution?**

It is often confusing for an end user to determine which ad-blocking solution they should use, as each one pitches "the best" or "100% blocking". When evaluating an ad-blocker here are some things to consider.

- Is the ad-blocker transparent to the surfing experience? A good ad-blocker should do its job requiring little to no user interaction.
- Does the ad-blocker handle all current pop-up and pop-under advertisements?
- Does the ad-blocker address new technologies such as Rich Media and Flash ads?
- Does the ad-blocker interrupt or render certain sites useless by blocking too much?
- Will the ad-blocker auto-update itself to address new technologies? If so, how often?
- How does the ad-blocker operate in the "real-world", on more than just simple test sites such as [www.popuptest.com](http://www.popuptest.com)?
- Does the ad-blocker suppress spyware/adware applications and ads served by those applications?
- Can you easily report ads that are NOT blocked so they can be addressed?
- Does the ad-blocker affect the speed of browsing and displaying web pages?
- Will the ad-blocker notify you when an ad is blocked? What types of notification are provided? Visual? Audio?
- Does the ad-blocking company have the experience and reputation in the industry to ensure they will be around to continue to update the technology to address new ads?
- What type of support does the company provide? Do they answer your questions promptly?