Coalition for Better Ads

Overview

Coalition for Better Ads

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.

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) fell beneath this threshold: **Pop-up Ads, Prestitial Ads with Countdown, Auto-playing Video Ads with Sound, Large Sticky Ads.**

Eight types of mobile web ads (49 tested) fell beneath this threshold: **Pop-up Ads, Ad Density Higher Than 30%, Flashing Animated Ads, Prestitial Ads with Countdown, Prestitial Ads, Fullscreen Rollover Ads, Auto-playing Video Ads with Sound, Large Sticky Ads.**

What is an "ad" ?
For purposes of the current Better Ads Standards, an "ad" is promotional content displayed on the web as the result of a commercial transaction with a third party.

more than 66,000 surveys   2.5 years

Committees

Standards and Research Committee

The Standards and Research Committee will develop consumer-based, data-driven standards that participants in the advertising and media ecosystem could follow that improve the consumer advertising experience.

Communications and Awareness Committee

The Communications and Awareness Committee will raise awareness among consumers and business about the Better Ads Standards and tools that are developed to enhance the consumer advertising experience.

Accountability Committee

The Accountability Committee will establish a program allowing for certification of compliance with the Better Ads Standards.

Technology Committee

The Technology Committee will evaluate and develop principles to address the use of the Better Ads Standards by browsers and other technologies for assessment and implementation.

Members

The Coalition's membership has expanded to more than 50 companies and trade associations, as well as more than 80 affiliate trade associations in more than 58 countries. The full list of members can be found here: https://www.betterads.org/members/

Better Ads Experience Program

A Program that allows voluntarily participating companies to attest to compliance with the Better Ads Standards, and that also allows for participation by entities using the Standards in the marketplace for either assessment or filtering.

Types of Participants

1. Certified Companies
Web Publishers that voluntarily certify to compliance with the current global Better Ads Standards.

2. Implementation Entities
Browsers and other ad delivery technology companies that voluntarily seek accreditation to assess Certified Companies' compliance with the current Standards.

Program Elements

Inclusion in Register. Companies that attest to compliance with the Better Ads Standards are listed in the Program's register of Certified Companies.

Ad Filtering. Implementation Entities do not filter ads of Certified Companies based on non-compliance with the Standards.

Remediation and Dispute Resolution. If a compliance issue with the Better Ads Standards arises based on an assessment by an Implementation Entity, a Certified Company may either remediate the compliance issue or request dispute resolution through the Program.

Independent Dispute Resolution Mechanism. The Program does provide an Independent Dispute Resolution Mechanism to resolve issues of non-compliance involving Certified Companies and Implementation Entities.

Removal from Register. Companies that do not remediate non-compliance, or are found non-compliant by the Independent Dispute Resolution Mechanism, are removed from the register of Certified Companies.

Assessments. Implementation Entities conduct assessments of compliance.

Good to know

Extensive consumer input and empirical data shaped the global Better Ads Standards.

While the Coalition's consumer research was designed to identify the least preferred ad types, it also provides insight into consumers' evaluation of a far broader range of ad experiences, including those more preferred by consumers.

By focusing the definition of global Better Ads Standards on the least preferred ad experiences, the Coalition's methodological approach leaves open the possibility for continued innovation in the development of new ad experiences.

The research methodology that supports Better Ads Standards is adaptable to measuring consumers' preferences for particular ad experiences across different global regions, as well as the testing of other digital advertising environments beyond desktop web and mobile web.