

SOFTWARE AND TECHNOLOGY

## Google Chrome's ad filter will force advertisers to make better ads or disappear

June 7, 2017



*While luxury brands do not rely heavily on display advertising, those that do will have to pay attention*

By DANNY PARISI

The latest feature to be added to Google's immensely popular Chrome Web browser will severely alter the way publishers and Web sites handle their online advertising, but whether this is a blow to advertisers or a call to action is still to be determined.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

While originally announced as an ad blocker in April, recent clarifications have positioned the tool as more of an ad filter. Google will block advertising on sites that the filter determines are home to an unacceptable amount of ads or ads that are intrusive or misleading, such as auto-playing, pop-ups and prestitial ads.

"Simply, Google Chrome's ad-blocking feature will force advertisers to produce digital ads that are better more effective for the advertiser and less offensive to the user," said Jim Gentleman, chief strategy officer of **SK+G Advertising**, Las Vegas. "Many digital ads today are lazy, uninspired and beyond intrusive.

"This new approach by Chrome will hopefully reduce the vast digital ad wasteland that currently exists and replace it with ads that are more thoughtful and respectful of their surrounding content and users."

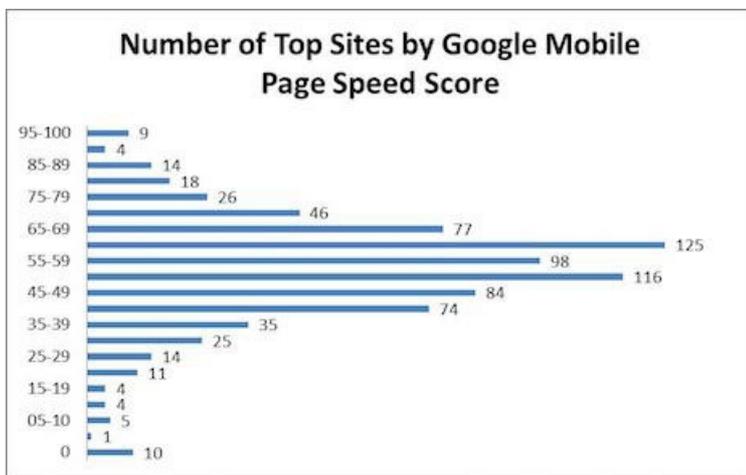
### Ad filter

Ad blockers have always been a contentious issue among publishers and brands that make use of digital advertising.

While consumers rightly have many complaints about misleading, intrusive or bothersome ads that can ruin user experience, publishers are also validated in that so much of the content they create is often paid for by advertising.

While ad blocking software has sprung up in the interim, the industry has been seeking a balance for some time. Google believes that its ad filter is the way to accomplish this.

The company is working with the Coalition for Better Ads to predetermine what kind and how many ads are acceptable, applying the filter to any site that ventures past those parameters.



*Google already rates sites by speed, which can be damaged by cumbersome ads*

Being blocked on Google Chrome is essentially being blocked from the Internet, given Chrome's massive share of the Web browser industry.

"There's no doubt that a browser with more than 50 percent market share taking this kind of stance is a win for consumers and the overall online user experience whether on desktops, tablets or smartphones," Mr. Gentleman said. "While publishers may be fretting over potential lost revenue, Web users should be applauding this move because it promises a smoother, less invasive user experience."

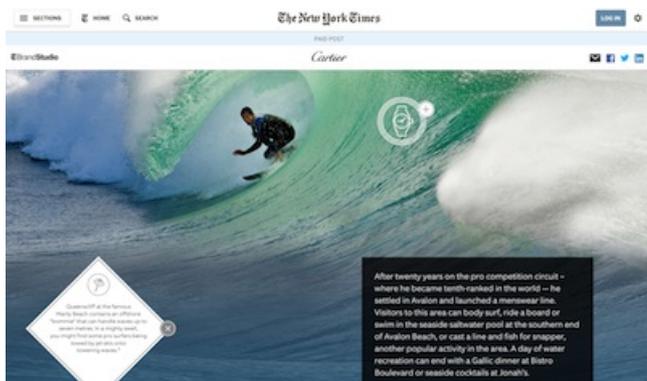
While luxury brands are not the most heavily represented sector in digital advertising, this will still affect those brands that do make use of digital ads.

#### Make better ads

Google has been up front about its goals for this tool: to make ads better, not to steal ad revenue from other publishers.

"As part of our efforts to maintain a sustainable Web for everyone, we want to help publishers with good ad experiences get paid for their work. With Funding Choices, now in beta, publishers can show a customized message to visitors using an ad blocker, inviting them to either enable ads on their site, or pay for a pass that removes all ads on that site through the new Google Contributor," said Sridhar Ramaswamy, senior vice president for ads and commerce at Google, Mountain View, CA, in a statement about the ad blocker ([see story](#)).

While this will mainly affect display advertising, which much of luxury has been moving away from, some holdouts remain such as the New York Times native advertising branch, which recently opened an office in Hong Kong to better serve Asian consumers.



*Cartier's advertising with the New York Times*

Having developed more than 150 campaigns for about 100 brands including BMW, The Macallan and Cartier, the media company's T Brand Studio is opening up a location in Hong Kong to better serve clients in the Asia-Pacific region. Display advertising's waning efficacy has marketers turning to native placements to reach consumers through storytelling, creating new relationships with publishers who are adept at the medium ([see story](#)).

While publishers may be sweating at the prospect of Google's new ad filter, some see it as an opportunity for brands and advertisers to simply make better ads.

"Brands and their agencies will be forced to stop creating and using the most invasive and annoying of ad units like pop-ups, countdown ads and auto-playing video," Mr. Gentleman said. "Instead, if they want their ads to be available to an optimal number of viewers, they'll consider executions that are seamlessly integrated into a Web site's content whether through native or sponsored content or rich-media, interactive units that stay within the rules and encourage rather than force user engagement."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.