

Adblockers & first domain setups

Ad blockers are browser plugins that prevent websites from requesting or loading ads. Depending on how they work Adhese will not be able to deliver ads, display ads or track ad impressions.

Ad blockers can work in different ways:

1. Ad requests are filtered out by blocking domains linked to known adservers.
2. Ad requests are filtered out by blocking all requests that contain certain keywords. For example sub domains or paths that contain the word 'ads': `ads.yourpublication.be` or `www.yourpublication.be/ads`
3. HTML elements that contain specific ID or CLASS values are set invisible by adding extra CSS

There are a couple of things you can do to minimise the impact of ad blockers:

1. Adhese can be implemented as a first domain solution. A subdomain, for example `content1.yourpublication.be`, or a path like `www.yourpublication.be/content1`, is then set as an alias of the Adhese servers. It is more challenging for an ad blocker to block the correct URLs without interfering with the proper and smooth functioning of a website.
2. Don't use ad related keywords when setting up new (sub)domains or paths.
3. Obfuscate HTML / CSS classes and ID's

Setting up a first domain solution will require work on your and our end. Contact Adhese support for more questions or to get this process started.

Revision #7

Created 18 June 2024 10:33:50 by Kim Van Crombrugge

Updated 17 February 2025 14:59:34 by Casper Steuperaert