# eyeo x CCM Benchmark

**CCM Benchmark joins Acceptable Ads to adapt their advertising strategy to their ad-blocking audience**

# The company

CCM Benchmark is a leading digital media company with various well-known websites in France such as Commencamarche.net, le Journal des Femmes, le Journal du Net etc...

# The objective

To reach their ad-blocking audience while respecting user choice and staying true to CCM Benchmark's values.

# The solution

Acceptable Ads  enables publishers to implement a digital advertising strategy that is both nonintrusive and user friendly, which contributes to a better value exchange between users and publishers.

CCM Benchmark has been working with eyeo for two years to monetize their ad-blocking audience in a sustainable and respectful way.

Jean Francois Pillou CEO of CCM Benchmark explains why his company chose to offer different ads to their ad-blocking users: ads that would meet the expectations of this niche audience.

As a leading tech website in France with more than 10 million monthly unique visitors, CommentCaMarche.Net is a content and services website that relies on an open community of users. The website has 50 monthly view pages and an ad-blocking rate of 30%.

# The issue

The CommentCaMarche Community is made up of users who can either create a free account to enjoy an ad-free experience or non-registered visitors who must see ads in order to access the website content.

Jean Francois Pillou, CEO of CCM Benchmark comments: *"Before working with eyeo, we thought that those people who downloaded an ad blocker were against advertising and thus had installed an ad blocker in order not to see any ads on our website. So we decided to respect their choice and defer from using any ad-recovery solutions, which would end up annoying our users even more. This decision was* *aligned with CCM Benchmark's values as our website relies on the solidarity of our community and voluntary contributions from our users. However, being a free media, we were still losing a significant share of revenue due to ad-blocking traffic loss and ultimately this was threatening the value exchange we were trying to build between users and publishers."*

# Which solution?

eyeo, the maker of AdblockPlus and facilitator of the ecosystem of Acceptable Ads has helped CCM Benchmark to better understand their ad-blocking audience and to monetize their content while fully respecting user choice.

According to a recent survey published by eyeo, 50% of French people would rather filter  ads online than block them. However, they still do not know whether this option is available. Moreover, 64% of internet users are aware of the value exchange: they know that advertising is the reason why they have access to free online content.

Therefore, it is clear that the myth that ad-blocking users are against all types of ads needs to evolve. Users are now more in control of their online experience: they have the option to block all types of

ads or filter the less-intrusive ones that respect the Acceptable Ads standard - strict criteria determined by industry stakeholders as well as by ad-blocking users.

Jean Francois Pillou explains : *"Most ad-blocking users want to enjoy their online browsing experience without being interrupted by intrusive ads. So when a user experiences a horrible browsing experience on one website, he then decides to download an ad blocker which would block per default ads on a large number of websites, even if some of them do in fact offer a user-friendly advertising experience. If we are doing things right, users shouldn't be annoyed with our ads."*

**90%**

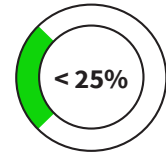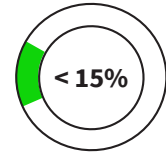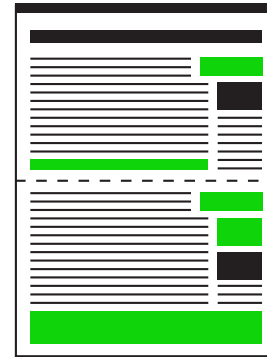More than **90%** of ad-blocking users do not hate ads

**83%**

More than **83%** would be happy to see ads as long as they are not intrusive and are relevant.

# The Acceptable Ads criteria

**Size**

**Placement**
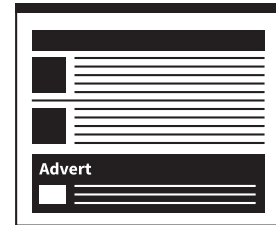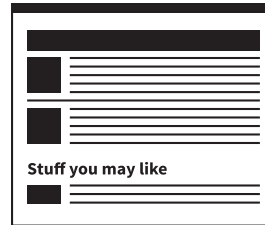


**Distinction**

Stuff you may like

Advert

# Publishers: What are the advantages of AcceptableAds?

**1.**

**A solution that meets your needs:**

*"At CCM, we take user experience very seriously. Knowing that ad-blocking users also participate in defining the Acceptable Ads standards was decisive in choosing this solution."*

**2.**

**A new revenue stream which enables you to continue delivering a high-quality service.**

*"Ad-blocking users--even if we respect their choice--represent a cost for us (bandwidth, hosting, ect). However, we still want them to enjoy the best user experience possible without having to disadvantage them. As we know they did not install an ad blocker because of us, and because we are also confident that our website ads respect users, working with Acceptable Ads is a win-win compromise."*

**3.**

**A quick and simple technical implementation:**

*"We have many ongoing projects which keep our technical team busy. They are very competent but their time is limited. Setting up all the technical resources to meet the Acceptable Ads requirements did not take much time."*

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# The results

The Acceptable Ads Program helped CCM Benchmark to increase their online advertising revenues. CCM Benchmark also noticed a significant improvement of their website and campaign's performance. Indeed, decreasing the advertising volume contributed to improving  webpage loading and driving user attention towards more relevant and less intrusive ads.

The team at CCM Benchmark is very happy with the results they achieved without having to compromise the user experience of their community.

# More about eyeo

eyeo is the developer of a suite of products that includes Flattr, Adblock Plus and Trusted News. The company's mission is to keep you in control of a fair, profitable web. eyeo is perhaps most associated with Adblock Plus, a browser add-on with over 100 million users, and the first content-blocking product to champion ad filtering as opposed to complete blocking. eyeo employs over 180 people, who work from all over the world, and has offices in Cologne, Berlin and Malmö, Sweden.

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