

# Top reason customers use ad blocking software: They dislike large ads that pop up over an entire webpage

**Data from research with 2,400 consumers reveals why consumers block digital advertising**

JACKSONVILLE, Fla., March 7, 2017 /PRNewswire/ -- MarketingSherpa asked 2,400 U.S. consumers, "Why do you block online ads? Select all that apply."

"I dislike large ads that pop up over entire webpage" was the top response, chosen by 30% of respondents. Two other popular responses — the third-most-chosen response, "Rollover ads are intrusive" (23%), and the fourth-most-popular response, "Audio AutoPlay of online ads is intrusive" (19%) — indicate that online ads getting in the way of the customer's chosen digital experience is the main reason customers block online ads.

Today, MarketingSherpa published consumer response rates to all eight surveyed reasons for ad blocking in the article, "[Digital Advertising Chart: Why consumers block online ads.](#)"

"This is actually good news. It means that most customers aren't alienated by all digital advertising. They simply (and sensibly) do not want anything to interrupt their desired experience," Burstein said in the article.

"Some online ads remind me of an invasive species. They are non-native, spread prolifically (across a webpage), and they cause harm (to the customer's experience). But this data indicates that if advertisers and publishers focus on complementary digital advertising – for example, ads that frame an article – instead of invasive advertising, customers are less likely to block digital ads," said Burstein.

The data is from the [MarketingSherpa Customer Satisfaction Research study](#) of 2,400 consumers, sampled to reflect a close match to the U.S. population's demographics, conducted in September and October 2016 during the planning of MarketingSherpa Summit 2017's content. Half of the respondents (1,200) were asked to reflect on their experiences with a brand with which they are highly satisfied, and the other half (1,200) were questioned about a brand with which they are not satisfied. Consumers were also asked about companies they were satisfied and unsatisfied with in general and about general marketing topics. The responses of these two groups were then compared and contrasted against each other. The respondents from each age group, the Silent Generation (71-93); Baby Boomers (52-70); Generation Xers (34-51); and Millennials (18-35); were nearly evenly split between the paired surveys.

View the entire study at [MarketingSherpa.com/ConsumerStudy](#). For questions regarding the survey or its methodology, please contact Erin Donker at [erin.donker@meclabs.com](mailto:erin.donker@meclabs.com).

## About MarketingSherpa Summit 2017

[MarketingSherpa Summit 2017](#) is a showcase of inspirational stories of customer-first marketing. Building off Email Summit's heritage, the four-day 2017 Summit, taking place at the ARIA Resort in Las Vegas from April 10-13, 2017, will highlight some of the most successful digital marketing campaigns using email, data, mobile, social media and content, including award-winning case studies presented by brand-side marketers. There will be breakout sessions that offer interactive roundtables for marketing technology and messaging tips and advice from industry experts and brand-side marketers, as well as networking opportunities to exchange experiences. MarketingSherpa is a publishing subsidiary of MECLABS Institute.

For more information about Marketing Sherpa Summit 2017, visit <http://marketingsherpa.com/summit2017>.

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Founded in 1997 and based in Jacksonville, Florida, MECLABS Institute is the world's largest research institute dedicated to discovering how people make choices.

MECLABS has been involved in direct Research Partnerships with companies throughout Asia, Europe and the Americas since 2001. As an institute focused on offer-response optimization particularly in the field of value exchange, the Institute is dedicated to taking an academic approach to improving the discipline of marketing by teaching its discoveries through workshops, online learning and a graduate-level program in partnership with the University of Florida.


MECLABS' two publishing subsidiaries – MarketingExperiments and MarketingSherpa – publish experiments and provide insights to the marketing community.

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