



abb mediasolutions UG (limited liability)

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Press Release

Clearance for Online-Publisher in the fight against Adblocker: the Adblock Blocker from abb.

Munich, July 3, 2015 – Online-Publisher can breathe again: finally they have regained access to full Ad inventory. Reason: abb mediasolutions has developed the ad-block-blocker (abb).

With abb Online-Publisher advertising performance is increased according to target group by up to 40% and the regained inventory with online advertising displayed and monetized. i.e. Publisher receives up to 40% more Ad inventory at one blow and thus additional marketing potential.

As a unique selling proposition abb reverts to Publisher's original days and delivers no fallback campaigns. This means that the campaigns are delivered to visitors with or without Ad-Blocker and Ad-Management, Reporting & Tracking remain 100% by the deployed Ad-Server solution (e.g. Google DoubleClick).

The integration from abb as Saas (Software as a Service) solution is possible with very little effort and does not require from the Publishers side its own infrastructure. abb sets in place the existing value-added chain of the Publisher and gives the full control of its own Ad inventory back to the publishers. In contrast to other Adblock Blockers, the unblocked Ad inventory from Publisher can be independently administered and used.

abb is already successfully in use in major portals.

Canio Martino, CMO and marketing expert at abb mediasolutions; "Online publishers evade significant revenue through the blocked advertising inventory. We at abb have set our goal to return to the publishers their own ad inventory. In contrast to our competitors, the Ad-inventory from Publisher can be displayed from Publisher itself. When required abb can also display its own campaigns. However, that is not our focus. We get along splendidly as a technical solution supplier and not as a marketer."

About abb mediasolutions

abb mediasolutions develops solutions for on-line companies and digital businesses.

Website & Co

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