AdBlock and DSP Campaigns

In short, AdBlock has very little effect on Eskimi DSP campaigns. Most ad blockers stop the ad request before it reaches us, so in most cases no bid is placed and no money is spent on users with an ad blocker.

How does AdBlock work?

Almost every AdBlock is working by URL blocking technology. This means that AdBlock is going to be blocking our domain or any SSP domain that publisher is using. That means it is not possible for us or any other DSP, Exchange or SSP to see those users and target them. Therefore, since everything is being blocked by AdBlock, we are not able to reach any of those users and no campaign budget is being wasted on such audiences.

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