

# Does AdBlock affect DSP campaigns?

In short, AdBlock doesn't affect Eskimi DSP campaigns and we are not spending any amount of money on users that are using different AdBlock technologies.

## 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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