# ADDEFEND

Roughly 20-50% of your users are currently using an ad blocker.

**We make your ads unblockable!**

Find out how AdDefend will grow your overall revenues up to 100% over night!

# Reclaim your lost ad-revenues!

- Roughly 20-50% of your users are currently using an ad blocker.

- These users are consuming your content for free but cause substantial cost: traffic-wise and server-wise.

- AdDefend enables you to integrate unblockable online ads into your website.

- **Thus, AdDefend instantly generates significant additional ad revenues for you!**

With AdDefend there is only an up-side!

# No conflict with your ad servers and current ad business!

- AdDefend only activates itself, when a user is using an ad blocker and has blocked ads on the visited website.

- If the user is not using an ad blocker or has unblocked the visited website, the normal ads from the normal ad server will be served and AdDefend will stay inactive.

- **Thus, AdDefend can easily be integrated into your current ad business!**

There is absolutely no conflict with existing ad server technology!

# How to integrate AdDefend?

- AdDefend integration is simple – it only requires:
  - a JavaScript to be included via SSI
  - some config values to be changed in your web server
- **Thus, the technical integration of AdDefend on your site is only a matter of hours.**

The integration of AdDefend takes just a couple of hours. Immediate Return on Investment!

# Above average RPM!

- Users without an ad blocker see thousands of banner ads per month — they are overloaded and thus their brains learn to ignore a lot of ads.

- Ad block users hardly ever see any online advertising. Consequently, AdDefend ads get much more attention.

- **Thus, the CTRs on AdDefend ads are 100-200% higher than on normal ads!**

With AdDefend you will grow your overall ad revenues over night!

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## Special Offer - only today at d3con:

- We will analyze your Ad Blocker traffic for free until 15th of March

- Just hand me your Business Card and we get started!

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