# The market leader in adblock revenue recovery

## What is ad recovery via Acceptable Ads?

With over 700 million devices blocking ads globally, adblocking continues to be a significant threat to publisher revenues. However, more than 80% of global adblock traffic supports *Acceptable Ads* and is opted in to receive a light ad experience that excludes heavy, intrusive, and interruptive ad formats. Blockthrough enables publishers to recover their adblocked revenue by tapping into this audience.
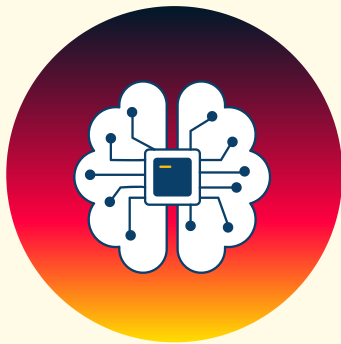
## We invented real-time Acceptable Ads filtering

Blockthrough's technology filters incoming bids for *Acceptable Ads* compliance in real time using creative fingerprinting, computer vision, and other forms of algorithmic identification.

### Easy integration

Publishers just need to insert a single line of code in the header to integrate with Blockthrough, no Ads.txt update needed!

### Universal compatibility

Blockthrough is compatible with all header bidding wrappers and works with most SSPs and ad servers, including AdX and GAM.

### Bring your own demand

Easily connect your existing programmatic and direct demand, or use our demand (including AdX), to generate industry-leading adblock CPMs.

### Sustainable revenue

The adblock rate for most sites stands between 10-40%. We'll help you monetize this audience while respecting user choice.

## #1
Most popular adblock recovery solution among the Comscore-150 sites

## 10 billion+
Available impressions monetized every month for our publishing partners

## $50 million
Gross publisher revenue recovered for our partner publishers since 2018

**AS SEEN ON**  ad exchanger  AdAge  admonsters  MediaPost

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