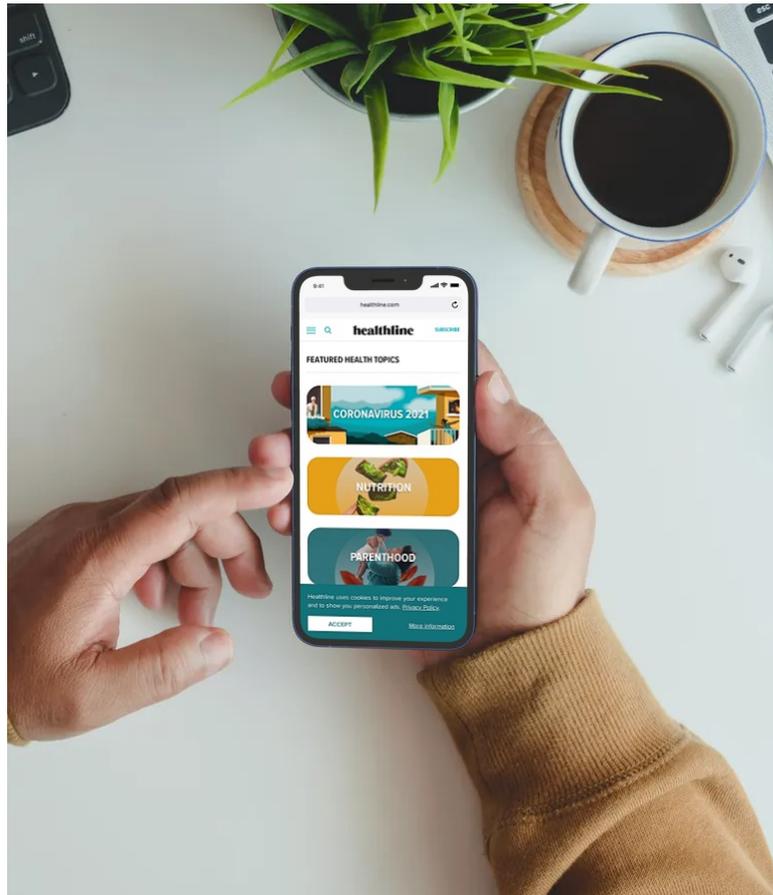


CASE STUDY

How Healthline recovered over \$1 million in adblock revenue



The Challenge

Healthline Media's mission is to empower people to be their strongest and healthiest selves by being a trusted ally in their pursuit of health and well-being. It is ranked 44th on Comscore's Top-50 Property rankings, and it is the only health publisher to make the list. In 2018, Healthline contacted Blockthrough to learn more about its adblock monetization solution and evaluate whether it was a good fit.

The Approach

Blockthrough's solution works by recovering ads from the publisher's own demand stack that adhere to the *Acceptable Ads* standard, which defines a lighter ad experience that excludes heavy, intrusive, and interruptive formats. This approach enabled Healthline to restore its entire demand stack (programmatic and direct) without requiring Ads.txt updates, and ensuring that the most valuable compliant impression wins every time.

The Result

Healthline has recovered over \$1.1M in advertising revenue since 2018, which would have otherwise been lost to adblockers. Over the course of the Covid-19 pandemic, Blockthrough helped Healthline by providing a continuously improving incremental revenue stream, consistently maintaining a fill rate over 80% through the year and more than doubling Healthline's adblock CPMs in 2020 (see chart).

"We chose Blockthrough for its ease of implementation and because their product allows us to enable our own demand for ad recovery and realize steady revenue associated with ad recovery each month."

— Christopher Acosta, Director of Programmatic, Healthline

