



# Allowlisting, by eyeo

## What is it?

Every ad blocker relies on community-driven filter lists to know which ads are meant to be blocked. But with Allowlisting, retailers **can now monetize** a portion of this audience—ad-filtering users—via Acceptable Ads.

## The challenge

Users install ad blockers to avoid intrusive, interruptive ads. These blockers use filter lists that block various ad formats, including sponsored ads, regardless of your website's user-friendliness. As a result, a portion of your audience never sees your sponsored content, limiting your ability to monetize and reach potential customers.

## The solution

Our Adblock and Adblock Plus extensions use these filter lists, but our *Allowlist* overrides them if your ads meet the Acceptable Ads Standard. The Allowlist can display sponsored ads that comply with the Standard to eyeo's **400 million ad-filtering users**.

By filtering nonintrusive ad formats, retailers can monetize their websites while maintaining a positive user experience.

## The result

eyeo helps you reach a unique audience that is open to nonintrusive ads, unlocking new buyer insights and increasing your revenue. Maximize your ad inventory and get connected to new customers with eyeo today.

### Let's get in touch:

Discover more about us at [eyeo.com](https://eyeo.com)