

💣 How Marketing Ruins the Internet



How the heck did we get here?



Issues

- 1 Ad creep:** We've gone from header banners to pop-up ads to auto-play videos and wholesale screen takeovers. And now we have to pay to get past a firewall for premium content.
- 2 Engagement:** In "eyes at all cost" mentality, clickbait replaces content, and virality is rewarded over value.
- 3 Commoditization:** SEO content farms crowd out individual creators. Meanwhile, content becomes viewed only as a tool to funnel traffic and revenue.
- 4 Privacy:** Personal data is the currency of today's Internet. If the service is free, then the consumer is the product.
- 5 Authenticity:** More than half of all web traffic is now bots. News is being replaced with advertorials. Sponsors seek out influencers to monetize their audiences.



Solutions

Respect users

- Make ads more useful (contextual vs. behavioral)
- Cap ad frequency to reduce repetitive ads
- Reduce ad script bloat that creates longer load times
- Stop using auto-play for online media
- Content should be designed for users, not search engines

Keep it clean

- Get rid of flashing, animated, or full-screen takeover ads
- Make the ad better match the visual style of the site
- Keep the visual clutter down with quality over quantity

Encourage trust

- Give clear “Why am I seeing this?” info in simple terms
- Label any ad content distinctly and clearly
- Make tracking easy to opt out without impacting site usage
- Be transparent about any sponsor relationships



Benefits

Users

- Better online user experience
- Fewer distractions, less frustration
- More relevant and useful ads
- Faster load times

Marketers

- More earned trust
- Improved brand reputation
- Better reach and results

