Mobile ad blockers: saved by the app?

Deloitte Global predicts a minority (0.3%) of all mobile device owners (comprising smartphones and tablets) will use an ad-blocker by end-2016.

Effects of using an ad blocker:
- Visible advertisements gets barred
- Trackers get barred (which log the user’s online activity)
- Faster page load times on mobile devices

Why so few ad blockers:
- Only a few devices have native ad-blockers installed
- Ad blockers don’t work within apps and there may be a fee to pay
- They do not remove 100% of ads

#TMTpredictions