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## **Pop-Ups - End of an Era?**

Internet users are fighting back against intrusive advertising - nearly 1 in 5 users who are aware of pop-up advertising have downloaded anti pop-up software. This figure is even more pronounced for broadband users at 37%.

NOP World's flagship service, the Internet User Profile Survey (IUPS), has shown that while most pop-ups are ignored or closed without having any effect on the surfer's perception of the advertiser, a significant 38% of surfers said that pop-ups actually make them feel less favourable towards these brands.

Web-sites that allow advertisers to attach pop-up promotions to their pages also need to be careful about allowing their visitors to be irritated by intrusive promotions - 45% of surfers said that pop-ups actually make them feel less favourable towards the web site that they are visiting. The extra revenue that these pop-ups create need to be balanced against the probability that visitors will not want to return to the site if they feel that they are being swamped by promotions.

Carl Geraghty of NOP World Business says, "Rich media pop-ups may look pretty and may communicate the brand in a way that off-line advertising cannot, but there are already huge numbers of people who do not want their web usage interrupted by ads that are so obtrusive and hard to close."

Although the backlash is set to continue, the Internet will remain a lucrative medium for targeted promotions - advertisers need to be imaginative and creative with their campaigns, and offer something that is closer to sponsored entertainment than intrusive sales-promotion.