

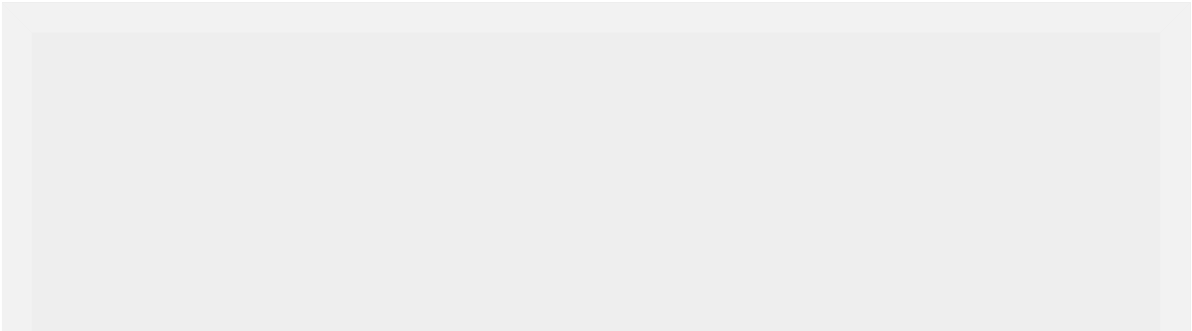
Advertisers Inadvertently Blocked 56% of Oscars Content Due to Blunt Keyword Blocklists

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Advertisers using blocklists to avoid content containing specific keywords inadvertently avoid over half of all Oscars-related content—even though most of this content is culturally relevant and uncontroversial—according to new data from contextual advertising firm Mantis shared exclusively with ADWEEK.

Mantis' research assessed more than 460,000 pageviews between Dec. 28, 2024, and Jan. 27, 2025. A master blocklist pieced together from several ad agencies flagged 3,161 pages—representing 56% of total views—as potentially problematic due to blocked keywords.

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