

# The Impact of Google's Manifest Version 3 (MV3) on Ad Blockers' Effectiveness

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## Acknowledgements:

This project has received funding from the European Research Council (ERC) under the European Union's Horizon 2020 research and innovation program (Grant Agreement No. 833714).

## Cite as:

Lukic Karlo (2024), The Impact of Google's Manifest Version 3 (MV3) on Ad Blockers' Effectiveness. *Proceedings of the European Marketing Academy*, 53rd, (119560)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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## **Abstract**

Google recently updated the rules for browser extensions in Chrome browser, specifically the manifest file that defines their capabilities. This update has raised concerns among users and ad blocker providers who worry that ad blockers may now be less effective, leading to more ads and less privacy protection for millions of users worldwide. This study measures whether Google's update from manifest version 2 (MV2) to manifest version 3 (MV3) has reduced the effectiveness of ad blockers in blocking ads and trackers. Through a browser experiment on 116 popular ad-supported websites using MV2 and MV3 ad blockers, the findings indicate no difference in the number of blocked ads and even slightly improved anti-tracking effectiveness of MV3 ad blockers. In conclusion, Google's update from MV2 to MV3 does not negatively impact the effectiveness of ad blockers, reassuring users that they can rely on ad blockers for protection against ads and privacy-infringing trackers.

**Subject Areas:** *Advertising, Electronic Commerce and Internet Marketing, Information Systems*

**Track:** Methods, Modelling & Marketing Analytics