AdSentinel™ | Executive Decision Defense & Procurement Justification

Commercial, Architectural & Legal Due-Diligence Brief for Publisher CROs, VPs of AdOps & Wrapper Executives

CONFIDENTIAL • PROCUREMENT MEMO

DevRevIQ, LLC • Fall 2026

The Executive Problem: 22% to 48% of high-value digital traffic (tech, finance, gaming) actively suppresses programmatic ads. Incumbent tools either **whine at users** (spiking bounce rates by 70%), **surrender a 30% tax to Adblock Plus** (while remaining 100% blind to uBlock Origin & Brave), or **damage Google Core Web Vitals** with client-side script weight. **The Solution:** AdSentinel™ injects authorized programmatic auctions natively at the **CDN edge in <12ms**, recovering 100% of blocked yield with **guaranteed 0.00 CLS** and mathematical proof inside your own GA4/GAM reporting.

THE 4 PILLARS DEFENDING YOUR DECISION TO BUY ADSENTINEL

1. Recovers the 60% of Blocked Traffic Other Tools Miss

Blockthrough and eyeo rely exclusively on the "Acceptable Ads" whitelist. Modern privacy users on **uBlock Origin, Brave Browser, Safari ITP, and network DNS filters (Pi-hole)** explicitly reject Acceptable Ads. AdSentinel executes before client DOM generation, restoring high-CPM programmatic yield across the entire suppressed cohort without third-party revenue taxes.

2. Zero Core Web Vitals Penalty & Guaranteed 0.00 CLS

Client-side ad wrappers cause Cumulative Layout Shift (CLS) penalties that devastate Google SEO search traffic. AdSentinel dynamically injects polymorphic micro-CSS with strict CSS `contain: strict` and exact aspect-ratio containment into the raw HTML, ensuring zero layout shift (**0.00 CLS**) and cutting mobile latency by 800ms+.

3. Mathematical Proof of Incremental Yield (No Smoke & Mirrors)

Eliminates internal CFO skepticism regarding "cannibalization." AdSentinel builds an automated **5% Deterministic Synthetic Control Group** directly into your own Google Analytics 4 (GA4) and Google Ad Manager (GAM) logs. You verify true net-new incremental revenue lift side-by-side against an untreated control group without proprietary dashboard claims.

4. Non-Invasive Coexistence & Zero UX Destruction

Unlike Admiral or paywalls, AdSentinel deploys **zero nag-screens, zero popups, and zero user friction**. Readers enjoy an uninterrupted editorial experience while monetization restores silently. If you already have Blockthrough or Admiral running, AdSentinel sits downstream at the edge as a yield safety net without ripping out existing tools.

VERIFIED OPERATIONAL IMPACT

+18–34% NET AD-BLOCK YIELD LIFT	**0.00** GUARANTEED CLS SHIFT
<12ms EDGE AUCTION TIMEOUT	**0%** READER BOUNCE PENALTY

Risk-Free Canary Deployment

No DNS cutovers or core code rewrites. AdSentinel deploys on a targeted **1% to 5% canary traffic slice** via Cloudflare Workers or Fastly Compute. Test on a single sub-domain or test path with zero production risk.

Dual-Patent Legal & Architectural Moat

Protected by issued **U.S. Patent No. 11,805,132 B2** (temporary tokenized authentication proxy) and pending **U.S. Ser. No. 64/205,414** (client-edge OpenRTB auction injection & synthetic control auditing). Defends against knockoffs and provides commercial field-of-use exclusivity.

GDPR, CCPA & IAB TCF 2.2 Compliant

Operates as a first-party edge proxy. Respects consent signals from your existing CMP (OneTrust, Sourcepoint, Didomi) before auction dispatch. No persistent third-party cross-site cookies.

ARCHITECTURAL HEAD-TO-HEAD: WHY EXISTING SOLUTIONS FALL SHORT

Evaluation Dimension	Legacy Ad Walls (Admiral)	Acceptable Ads (Blockthrough / eyeo)	Ad-Shield	AdSentinel™
Traffic Recovery Scope	Only converts users willing to whitelist/pay	Covers Adblock Plus whitelist only (~40%)	Client-side bypass	**100% of Blockers (uBlock, Brave, DNS)**
User Experience & Bounce Impact	**Severe (70%+ Bounce Spike)**	Neutral (text/simple banners only)	Neutral	**Zero Impact (Silent Background Edge)**
Core Web Vitals (CLS Score)	Poor (Modals block paint)	Moderate DOM shift	Poor (WASM DOM expansion shift)	**0.00 CLS (Strict Micro-CSS Contain)**
Execution Layer & Latency	Client JavaScript (+800ms)	Client Wrapper (+1,200ms)	Heavy Client WASM (+1,500ms)	**CDN Edge Worker (<12ms Timeout)**
Attribution Verification	Proprietary dashboard estimate	Self-reported vendor analytics	Proprietary portal logs	**Native 5% GA4/GAM Synthetic Control**
Intermediary Tax / Pricing	High SaaS subscription fees	**30% revenue tax** to eyeo/Adblock Plus	Rev-share model	**Pure Net-Incremental Performance Share**

DevRevIQ, LLC • Client-Edge Ad Recovery & Yield Infrastructure • devreviq.com • (775) 525-6711

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