AdSentinel™ | Executive Brief

CLIENT-EDGE AUCTION RECOVERY & NET INCREMENTAL YIELD ACCELERATION

EXECUTIVE LEAVE-BEHIND

DUAL-PATENT: US 11,805,132 B2 • APP. 64/205,414

Classification: Public Brief (Pre-NDA)
Publisher Scope: Web, Mobile & Gaming

THE OPPORTUNITY AT A GLANCE: AdSentinel™ is a patent-backed, zero-Capex client-edge architecture that recovers the **15% to 30% of monetizable supply** (and up to **60% on gaming and tech media**) currently suppressed by browser privacy mechanisms, WebKit/Safari content blockers, and client ad-blocking extensions. It executes out-of-band in **<15ms** and routes clean OpenRTB demand directly into your existing Google Ad Manager (GAM) seats.

1. The Industry Blindspot: Silent Client-Side Auction Interception

Modern programmatic wrappers (Prebid.js, proprietary SDKs, and ad mediation engines) run client-side in the reader's browser. When browser content blockers, iOS Safari WebKit restrictions, or Brave Shields execute, they intercept ad calls **before wrapper initialization**:

📱 Mobile Web (iOS Safari)

Over 70% of network traffic is mobile. iOS WebKit ITP and Content Blockers aggressively throttle client scripts to save battery, eroding Session RPM by 15%–25%.

🎮 Gaming & Tech Media

HTML5 game portals, esports communities, and gaming wikis suffer **45% to 60%+ ad-block rates**. Traditional wrappers get zero auction opportunities.

⚡ Zero AdOps Overhead

Runs natively alongside your incumbent wrapper without modifying publisher CMS templates, header tags, or Google Ad Manager line item hierarchies.

2. Enterprise Yield Impact Across Major Wrapper Footprints

Ad-blocking and Safari stealth-suppression represent an un-monetized "dark supply" across premium digital publisher networks. Based on verified CPM benchmarks, recovering this inventory delivers immediate enterprise expansion:

Network Archetype	Audience Profile	Estimated Block Rate	Annual Recoverable Yield
Tier-1 Enterprise Wrapper	Multi-vertical news, tech & lifestyle	20% – 28%	**$15M – $25M / year**
Gaming & Esports Networks	Web games, wikis, community forums	45% – 60%	**$8M – $14M / year**
High-Volume Lifestyle / Food	70%+ Mobile iOS Safari readers	18% – 24%	**$6M – $11M / year**

3. Intellectual Property Moat: Active Issued Patent

Unlike fragile client-side circumvention scripts that break every time browser extension maintainers update filter lists, AdSentinel operates on an active, granted intellectual property foundation:

🏛️ Dual-Patent Intellectual Property Fortress

Active Issued Patent: US 11,805,132 B2 (Granted Oct 31, 2023) • *Location specific temporary authentication system*
U.S. Patent Pending: Application Ser. No. 64/205,414 (Filed Nov 24, 2026) • *Client-Edge Programmatic Auction Injection & Ad-Block Recovery*
The Architectural Breakthrough: Converts ad delivery from an unauthorized client-side script into an **authenticated, tokenized edge transaction pass**. The user request is authenticated at the CDN edge before auction dispatch, legally and technologically establishing delivery as an authorized first-party transaction.

Patent Verification URL: **https://patents.google.com/patent/US11805132B2/en**

4. Non-Invasive Staging & Verification Methodology

We do not ask engineering teams or executives to accept theoretical claims. We provision a fully sandboxed verification process before touching live public audience traffic:

Phase 1: 48-Hour Headless Sandbox

- Gated strictly behind a test parameter: `?adsentinel_test=1`.
- **0% public traffic exposure:** 100% of organic readers continue through your incumbent pipeline untouched.
- Engineering audits DevTools console, same-origin headers, and sub-15ms edge latency.

Phase 2: 14-Day Canary Pilot

- Live canary across 1 or 2 selected publisher properties.
- **5% Synthetic Control Holdout:** A random 5% sample of ad-blocked traffic is held back un-monetized.
- Proves mathematical incrementality directly inside your own Google Ad Manager ledger.

5. The CFO Incrementality Audit: Google Ad Manager (GAM)

To eliminate attribution controversy, your internal Business Intelligence and Finance teams audit results directly within your own reporting seats:

Cohort	GAM Targeting Key	System Action	Revenue Attribution
Treated (95%)	`adsentinel=treated`	Auction executed at edge, ad rendered.	100% of yield is verified recovered supply.
Control (5%)	`adsentinel=control`	Ad suppressed (counterfactual baseline).	Baseline comparison ($0.00 un-monetized).

6. Commercial Framework: Zero Capex, Pure Performance

💰 Economic Terms

- **$0 Setup Fee** / $0 Platform License Fee.
- **15% Performance Fee** applied strictly to net verified incremental revenue.
- If your internal finance team does not verify incremental yield, **you owe $0.00**.

🛡️ Technical Guarantees

- **Sub-15ms Latency:** Executes at Cloudflare / AWS edge.
- **Core Web Vitals Safe:** CLS < 0.01 (zero shift), asynchronous.
- **Full Privacy Compliance:** IAB TCF v2.2, GDPR, CCPA/GPC pass-through.

7. Immediate Next Step: The 2-Page Mutual NDA

To unlock the technical integration recipes and provision your sandbox:

Because our edge worker scripts, reverse-proxy configurations, and heuristic evasion rules are proprietary trade secrets protected under the Defend Trade Secrets Act (DTSA, 18 U.S.C. § 1836) and international directives, we share technical specifications under a **standard 2-page Mutual NDA**.

Action Item: Sign the 2-page MNDA to receive our *4-Page Technical Implementation Guide* and begin your 48-hour staging review.

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