

Exploring the Revolutionary Changes in Online Pop-up Ads in Some Moroccan Websites

Mohamed Benmansour ¹ & Youcef Hdouch ²

1. Teacher of English and PhD Student, Ibn Tofail University, Kenitra, Morocco.
ETII Trainer and Coordinator.

2. University Professor, Ibn Tofail University,
Head of the English Department Faculty of Languages Letters and Arts, Kenitra, Morocco.

Abstract

The development of pop-up advertisements has been one of the most significant changes to the online advertising landscape in recent years. Pop-up advertisements, which were once despised for being obtrusive and disruptive, have evolved to satisfy both users and advertisers. In this article, we examine the intriguing history of pop-up advertisements, including their early years, the advent of ad-blockers, the adoption of targeted advertising and personalization strategies, the emergence of native advertising, and the shift towards interactive and engaging pop-ups. We also explore the moral issues raised by these advertisements and talk about the developments and trends that will influence them in the future.

Keywords: Pop-Up Ads, Ad-Blockers, Interactive, Change, and Trends.

I. INTRODUCTION

Pop-up advertisements have seen dramatic transformations in the previous ten years, changing the face of internet advertising. These advertisements, which were once seen as invasive and obnoxious, have advanced to become more focused, interactive, and user-friendly. Delivering information that is adapted to individual users' interests and preferences has significantly increased the efficacy of these pop-ups as we move toward personalized ad experiences. Advertisers may now strategically place pop-up advertisements at ideal times during a user's online journey by leveraging advanced monitoring technology and data analytics. Furthermore, technological and design developments have made it possible to create aesthetically beautiful and captivating pop-ups that easily match website designs. These modifications result in improved user satisfaction and increased conversion rates for advertising. At this time exploring the revolutionary developments in online pop-up advertisements not only increases brand awareness in a world when attention spans are short, but it also exemplifies how digital advertising is always evolving to fit the demands of both businesses and consumers.

II. REVIEW OF LITERATURE

1. The Evolution of Online Pop-up Ads in Moroccan Websites

Both technology improvements and customer desires for a more seamless surfing experience have shaped the growth of online pop-up adverts. Pop-up advertisements were viewed as a disruptive and obtrusive aspect of website design when they were first introduced in the early 1990s. But over time, advertising has come to understand the necessity to modify their tactics to be less intrusive and consider into account consumer preferences. As a result, more sophisticated targeting strategies that provide relevant ads based on user choices and behaviors were developed. Additionally, web design and coding improvements enabled in

web design and coding enabled for more subtle implementations like exit intent pop-ups that only show when visitors are about to leave a website or modal overlays. Another change in pop-up ad design was required by the increasing number of mobile devices.

Morocco's development of pop-up advertisements online may be dated to the early 2000s, when internet usage in the nation began to increase. At first, these pop-ups were straightforward and static, frequently showing cliched phrases or advertisements. However, pop-up advertisements in Morocco have improved in sophistication and targeting due to technological advancements and the growing acceptance of digital advertising strategies. Advertising nowadays makes use of user data and algorithms to present individualized and contextually appropriate pop-ups that are tailored to each user's interests and requirements. This development has increased user engagement while also enhancing the efficacy of online campaigns. It is important to note that although some users find these customized pop-ups useful, others find them to be obtrusive. Therefore, striking a balance between successful advertising methods and respecting user experience is vital for marketers in Morocco's expanding online ecosystem, as seen by the development of online pop-up ads in the early 2000s.

1.1 The History of Pop-up Ads

The first pop-up advertisement was accidentally made in the early 1990s by software developer Ethan Zuckerman while he was attempting to construct a user-friendly browser window. This is when pop-up advertisements first became popular. The idea gained popularity as internet advertising proliferated in the late 1990s and businesses looked for more creative ways to grab customers' attention. Pop-ups were at first thought to be useful marketing tools, but they quickly gained a bad reputation for being disruptive and intrusive. Early in the new millennium, online browsers began to include built-in pop-up blockers in response to growing public annoyance. However, this forced marketers to come up with fresh ideas, such as overlay and interstitial adverts. As technology advanced, so did advertising strategies, giving rise to more complex pop-ups like modals or exit-intent overlays that segment and personalize content with the goal of increasing user experience. The current digital landscape is characterized by a careful balance between effective advertising techniques and honoring consumers' desires for unobtrusive online experiences because of the ongoing cat-and-mouse game between advertisers and users wanting ad-free surfing experiences.

Pop-up advertisements have a brief but important history in Morocco that dates back to the country's first internet advertisements. In the late 1990s and early 2000s, as internet usage and e-commerce grew quickly, local companies saw pop-up advertising as a powerful tool for grabbing users' attention and boosting website traffic. However, Moroccan internet users rapidly grew frustrated with these obtrusive adverts, which prompted the emergence of ad-blockers and governmental restrictions. The Moroccan government intervened by establishing stronger regulations on internet advertising tactics, compelling advertisers to discover other channels for interacting with their target market. Because of this, marketers are now concentrating on user-friendly formats including banner advertisements, native advertising, and sponsored content that seamlessly integrate with online platforms. The evolution of pop-up ads in Morocco reflects both the adaptability of advertisers and the increasing demands for user experience satisfaction among consumers in the country's digital landscape.

2. The Rise of Ad-blockers in Moroccan Websites

The increase in ad-blockers in Morocco is a reflection of how annoyed internet users are with obtrusive and pointless online advertising. Moroccans are more aware of their internet usage now that a larger percentage of the population accesses the internet via mobile devices, where restricted data plans are typical. As a result, ad-blockers offer a way to speed up page loads and conserve important data, making browsing more enjoyable. Additionally, as user privacy issues spread around the globe, Moroccan internet users join the ranks of those looking for protection from the targeted advertising strategies used by businesses to abuse personal data. It is important to note in this context that companies that primarily rely on digital advertising suffer significant revenue losses as a result of banned ads. However, these patterns emphasize the requirement for online advertisers in Morocco must place a higher priority on interesting content that respects user choices and privacy than on invasive strategies that encourage the use of ad-blocking software.

2.1 Factors Driving Ad-blocker Adoption

Ad-blocker usage has risen substantially in recent years due to a variety of factors. First off, as internet marketing keeps growing, there is an excessive amount of obtrusive, pointless, and disruptive content that contradicts user experience expectations. Users turn to ad-blockers to get more control of their surfing experiences. Furthermore, people's growing skepticism of data monitoring and retargeting tactics used by marketers has played a crucial part in fostering the usage of these solutions. Ad-blockers allay privacy-related concerns and could act as a safety net against any security breaches. Additionally, a website's usability and general user happiness may suffer from lengthy page loads brought on by numerous advertisements. As a result, ad-blockers provide quicker surfing. Without delays or interruptions from pointless commercials. In conclusion, the rise in ad-blocker usage may be ascribed to modern internet users' demand for an enhanced user experience, growing privacy concerns, and rising standards for online performance.

3. Types of Online ads found in Moroccan websites

Businesses can use a variety of Internet advertising formats to successfully reach their target market. The most popular type is displaying ads, which are visual ads that appear as banners, photos, or videos on websites. These advertisements frequently show up on web pages and can be tailored depending on user demographics, hobbies, and browsing habits. Another is paid placement in search engine results, when companies pay to have their website appear first for pertinent terms, boosting visibility and generating visitors. Social media advertisements are also well-liked since they let companies advertise to a large audience by focusing on people with certain social media habits, preferences, demographics, and hobbies. Another powerful way to advertise is through video. By providing interesting content before or during internet video streaming, viewers are kept interested. Native advertising appears to give a non-disruptive experience while marketing goods or services by blending in seamlessly with the content of websites or apps. Businesses have many options to draw in new clients and raise brand awareness in the online world because to the variety of online ads that are available.

There are many different ad types that may be used in online advertising on Moroccan websites to meet different marketing goals. Display advertising are one common form; they frequently show up as sidebar or banner ads on websites. These eye-catching advertisements, which can be static or interactive, are designed to grab the audience's attention. Search engine

advertisements are a different popular category where companies bid on keywords related to their products and show text-based ads at the top of search engine results pages. Additionally, native advertisements effortlessly merge into website content, offer helpful information, and covertly advertise goods or services. Despite being less common because of their intrusion, pop-up advertising may still be seen on Moroccan websites. Last but not least, video commercials have become more popular due to the capacity to communicate stories visually and effectively. Given Morocco's growing digitization, advertisers have a wide range of possibilities when it comes to online audience targeting.

3.1 Online Popup Ads

Pop-up advertisements are a contentious type of internet advertising that has drawn praise and scorn from users and industry experts alike. Although their primary objective is to draw users' attention by presenting an advertisement in a different window or tab, the invasive nature of these adverts has frequently led to user annoyance and even boycotts. Advertisers have adjusted by using less intrusive forms, such as light boxes or interstitial advertisements, even if pop-up filters have drastically decreased their prevalence. Pop-up advertisements still persist despite the controversy surrounding them because of their potential for high engagement rates owing to unexpected placement, eye-catching imagery, and appealing call-to-actions. Marketers must take this into account when creating ad campaigns. Technology is advancing; thus, it is crucial that business professionals find the sweet spot between user experience and advertising objectives to improve internet surfing while reducing pop-up ad aggravation elements.

3.2 Benefits of Online Popup Advertising

Online popup advertising has several advantages for companies trying to boost their visibility and draw in more clients. Comparing it to conventional types of advertising, one of its main benefits is its capacity to reach a big audience at a relatively low cost. Businesses may make sure that a wide spectrum of internet users see their advertisements by carefully positioning popups on popular websites. Additionally, because they may be customized to certain user preferences or demographics, online popups provide precision targeting. This focused strategy raises the possibility of conversions and eventually improves sales. Additionally, pop-up advertisements are simple to watch and evaluate using analytics tools, giving businesses insightful data on how effective their campaigns are and enabling them to make any adjustments. Overall, pop-up advertisements online provide companies with a professional technique to market their goods or services efficiently and effectively on the Internet.

4. The Content of Online Popup Advertising

The display of advertisements in separate windows that emerge when visiting websites is referred to as online popup advertising. These advertisements frequently contain enticing offers, discounts, and calls to action intended to attract the curiosity of Internet visitors. These popups could include eye-catching images, intriguing titles, and persuading copy to increase click-through rates and conversions. Advertisers carefully craft the material to fit the tastes, demographics, and online habits of their target audience in order to maximize efficacy. To provide users a more customized experience, they also use advanced strategies like customization and retargeting. However, it is important for marketers to strike a balance between being educational and being unobtrusive since too much or the wrong kind of pop-up information can make users feel uncomfortable or make it difficult to navigate a website.

4.1 The Characteristics of Online Popup Advertising

The automatic display of an advertisement in a separate window while using a website is a widespread marketing tactic known as online popup advertising. The qualities of this type of advertising may have a big impact on how effective it is and how the user feels. First, popups are intended to draw users' attention due to their disruptive nature and frequent use of vibrant colors, strong writing, and alluring images. They often employ call-to-action messaging to persuade visitors to click on the advertisement, guiding them toward desired behaviors like purchasing products or subscribing to newsletters. Additionally, online popup advertising may be tailored depending on demographics, surfing habits, and other variables, which makes them more relevant and individualized. However, frequent pop-up usage might cause aggravation and dissatisfaction for certain people.

4.2 Successful Online Popup Advertising

For online popup advertising to be successful, it needs to be carefully planned and implemented in order to minimize user frustration and maximize effect. Finding the ideal balance between visibility and intrusion is crucial. Designing popups that are aesthetically beautiful and catch users' attention while blending in with the general look of the website is a successful method. In order to effectively engage people, a targeted message is essential, concentrating on relevance and personalization. By addressing the desired audience at the ideal time, using sophisticated targeting techniques like geolocation, browsing activity analysis, and demographic segmentation may dramatically improve ad effectiveness. Additionally, frequency capping prevents users from feeling overburdened by pop-ups. Transparency is crucial in this type of advertising since it builds trust and makes people less annoyed, which eventually leads to better results. Brand impression. Advertisers may adjust their strategy for the best outcomes by routinely checking efficacy using analytics tools. This will guarantee a successful popup advertising campaign with higher conversion rates and consumer engagement.

5. Interactive and Engaging Pop-ups

Pop-ups that are interactive and compelling have evolved into a crucial tool for companies trying to capture and convert their online audience. These aesthetically pleasing aspects offer a dynamic and immersive experience that successfully captures website users' attention and encourages user involvement. Pop-ups provide a unique method to promote new items, get consumer feedback, drive email sign-ups, or encourage social network followers thanks to their configurable features like animations, videos, and interactive forms. These pop-ups can be deliberately positioned to direct visitors toward targeted conversion paths or draw attention to short-term deals. The personalization of targeting based on user demographics or behavior is now possible thanks to technological advancements, which increase the usefulness and efficiency of these pop-up experiences. Pop-ups that are interactive and engaging have evolved into a visually appealing and considerate implementation that doesn't interfere with the user experience or obscure the website's primary content. Interactive and engaging pop-ups may successfully convey information to target audiences while encouraging meaningful customer interactions that eventually help business growth. This is done by using well-crafted text and careful scheduling methods.

5.1 Video and Pop-ups

Digital marketers frequently employ pop-ups and videos to draw in internet consumers' attention. Because it can tell a gripping tale in a lively and interesting way, video has become quite popular. It enables businesses to present their goods or services in a visually appealing way, which makes it simpler for customers to comprehend and relate to the message being delivered. Pop-ups, on the other hand, are windows that are put purposefully on a website. Although some people might find them annoying, they are a useful tool for generating leads, advertising discounts or special deals, and growing email subscriptions. However, when using video and pop-ups, organizations must find a balance between user experience and marketing goals. Through their websites. Organizations may successfully attract consumers' attention and turn them into loyal customers by making sure that these components improve rather than detract from the entire browsing experience.

5.2 The Future of Pop-up Ads

As the world of digital advertising continues to quickly change, the future of pop-up ads is still unknown. Although these invasive and interruptive ads have long been a mainstay of internet marketing, there is a rising pushback from users who find them irritating and irksome. With the development of technology, it has been simpler for consumers to filter or completely avoid these adverts, which has led to declining returns for marketers. Aside from that, businesses are gradually focusing on less obtrusive and more individualized marketing techniques due to the popularity of ad-blockers and growing data privacy concerns. Pop-up advertisements' future may rest in their transition into more amiable formats, including contextual overlays or native advertisements that are effortlessly included into the user experience. Striking this careful balance between efficient for advertisers trying to remain relevant in a world that is becoming more and more ad-averse, advertising and respecting user preferences will be essential.

III. RESEARCH METODOLOGY

We used the content analysis method as part of my research method to examine the revolutionary changes in pop-up adverts. Using this method, we can methodically evaluate and assess the many aspects of online pop-up adverts, such as their layout, messaging, placement, and targeting techniques. We can unbiasedly pinpoint significant trends and patterns in the development of these advertisements over time by doing content analysis. Using coding categories that capture significant variables including ad structure, content kind, length, frequency, and interaction, this study approach gathers a sizable sample of online pop-up advertising from various websites and thoroughly evaluates them. In addition, we will examine the contextual elements, including user demographics and surfing patterns, surrounding these pop-up adverts. We want to deliver useful information using this thorough content analysis process. Quantitative data analysis is an essential component of our research that includes the evaluation and interpretation of numerical data. It is essential to allow us to reach meaningful findings and take defensible action.

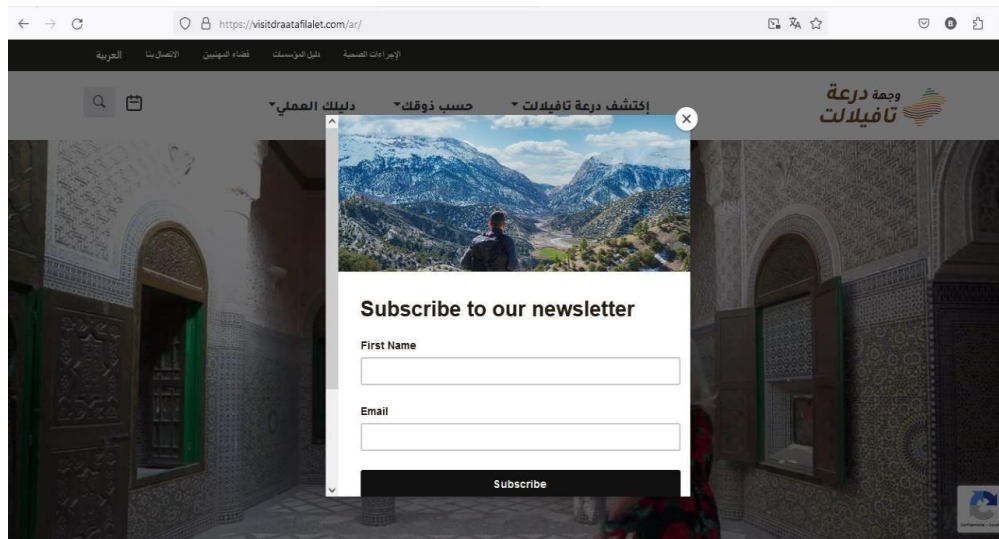


Figure 1: Example of Popup ad

This figure was adapted from <https://visitdraatafilalet.com/ar/> on 9th October 2023

In this section, through a straightforward popup ad, the Moroccan Website Promoting Tourism has devised a creative and successful method to get visitors to sign up for their newsletter. The website is aware that connecting with potential visitors is essential in today's dynamic digital world for showcasing the nation's exciting tourism attractions. The popup advertisement cleverly grabs the attention of website visitors and tempts them to keep updated about impending events, gorgeous locations, and special deals. It is built with simple language and approachable aesthetics. The colors and layout are clear. Users may remain up to date on the most recent advancements in Moroccan tourism by subscribing to the weekly email, ensuring they never miss a chance to discover this culturally rich and diverse country.

The website understands that simplicity is essential when luring guests since it is a specialist in the field of tourism promotion. (See Fig.1)

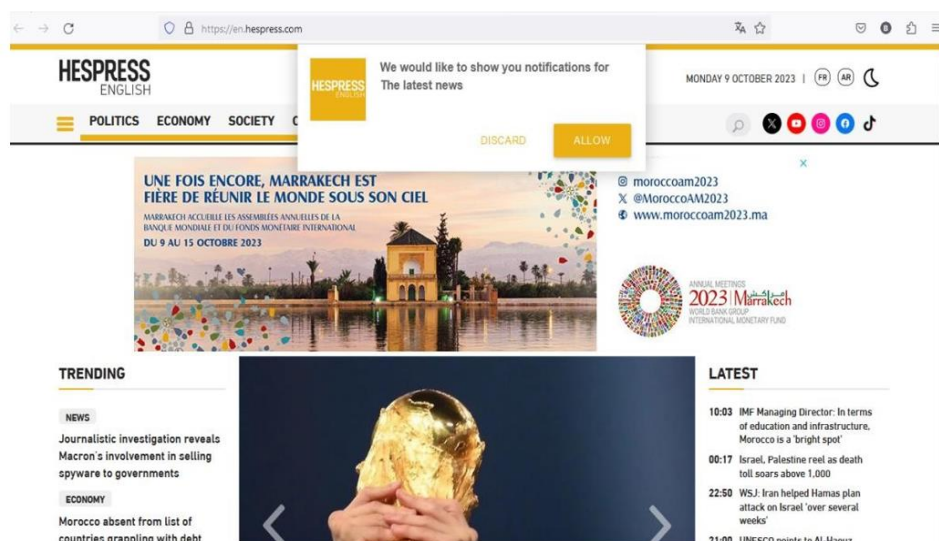


Figure 2: Example of Popup ad

This figure was adapted from <https://www.iunia.ma/> on 11th October 2023

Hespress is a Moroccan website that specializes in news. It is an online resource that offers users the most recent news and information. However, the website's numerous popup advertisements strewn across the page can detract from the overall user experience. Users may find it annoying when this obtrusive advertising breaks up their reading. On a more positive side, the website's design, which makes use of vibrant colors and distinct sections for various types of news, is aesthetically pleasing. Because of the platform's straightforward language, a wide spectrum of readers may quickly understand news stories. The design also works well with social media sites, making it simple for users to share items they find fascinating or notable. In general, with advancements Moroccan Website News excels in offering news in an appealing fashion with straightforward language and integrated design features while eliminating pop-up advertisements. (See Fig.2)

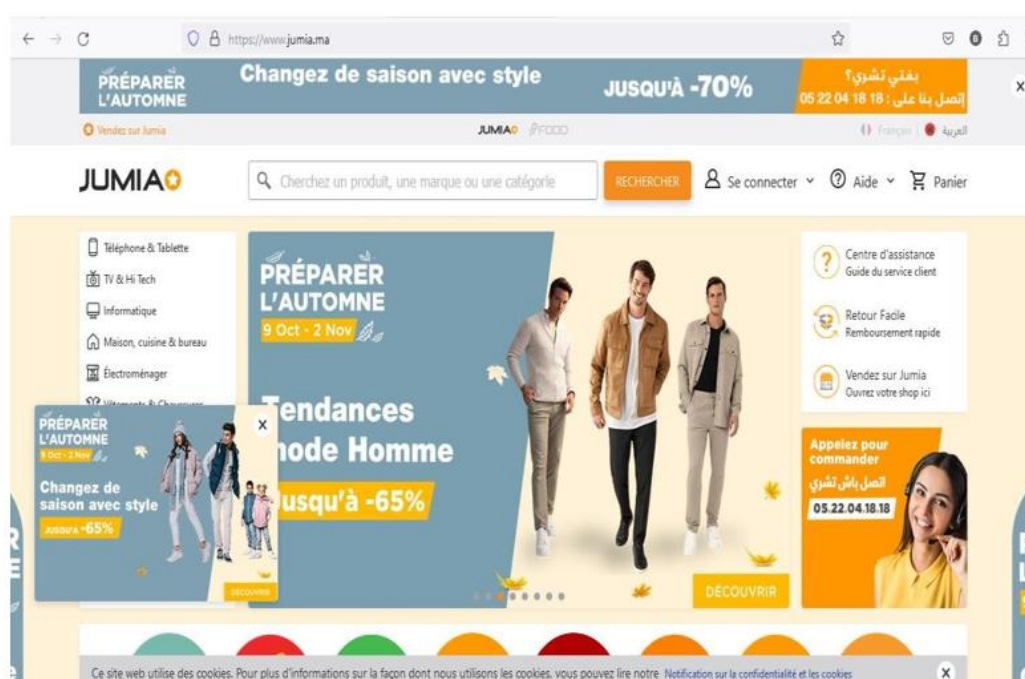


Figure 3: Example of Popup ad

This figure was adapted from <https://en.hespress.com/> on 11 th October 2023

A well-known Moroccan e-commerce platform with a large selection of goods for sale is called Jumia. It meets the demands of both French and Arabic speakers because to its user-friendly interface and aesthetically pleasing style. Different color schemes are included in the website's design, which improves users' overall surfing experiences. Jumia distinguishes itself from its rivals by offering a wide variety of products on its platform, including electronics, clothing, home goods, and cosmetics. Additionally, it provides

Trustworthy delivery alternatives and secure payment methods, guaranteeing a smooth buying experience for customers across Morocco. Jumia's robust customer care system, which enables customers to request assistance in both French and Arabic, is a testament to their dedication to customer happiness. Jumia succeeds as a website. It is a trustworthy online marketplace that places a premium on Moroccan customers' convenience, language variety, and top-notch customer service. (See Fig. 3)

IV. DATA ANALYSIS

In order to find significant insights and patterns in data, data analysis is a methodical and objective approach to data analysis. Content analysis, which includes methodically classifying and evaluating textual or visual content, is a frequently used technique for data analysis. This strategy offers a reliable way to comprehend the underlying signals being sent when used with three different numbers from separate websites. Researchers can find important themes, patterns, and relationships in the information by classifying and analyzing it in ways that may not be immediately obvious. Furthermore, one may identify similarities and variations in the information provided on each website by performing a study across a few figures. Researchers may make sound judgments about the overall narrative being conveyed by these figures using this strategy. In conclusion, using content analysis as a tool for data analysis enables thorough investigation of written or visual material and improves our capacity to learn more about a variety of information sources.

V. RESULTS AND DISCUSSION

1. The Content of Online Popup in Moroccan Websites

Online pop-ups' content is crucial for attracting visitors' attention and promoting conversions on Moroccan websites. These pop-ups are purposefully made to draw attention and provide visitors with useful information or deals. The content of Moroccan websites reflects the regional commercial demands and cultural quirks as well as cultural preferences. These pop-ups must adhere to best practices in user experience design while also reflecting local culture through language, iconography, and values. The material must be personalized to the target audience, whether it be by providing information about regional events or services or by providing special discounts on traditional Moroccan goods. Furthermore, given that establishing trust is crucial for online transactions in Morocco, these pop-ups must place a priority on openness by outlining any before asking users to act, data collecting procedures or offer terms are presented. Overall, well-crafted online pop-up content may considerably increase user engagement and increase conversions by taking into account the distinctive features of Moroccan consumers.

2. The characteristics of Moroccan Popup Advertising on Online Websites

Moroccan popup advertising is renowned for its remarkable ability to connect with the target population. Moroccan pop-up advertising is particularly effective because of how well it targets particular demographics. Through the utilization of sophisticated data analytics and vigilant observation of user behavior, advertisers are able to precisely customize their popups to correspond with the inclinations and passions of Moroccan internet users. In the end, this tailored strategy leads to a significant boost in conversion rates by increasing engagement and improving the relevancy of the ads.

3. Successful Moroccan Popup Advertising Atrategies

Successful Moroccan popup advertising methods include targeting certain groups, using visually striking and culturally appropriate content, and providing alluring promotional incentives, according to a review of many websites. The secret to successful Moroccan popup advertising is to recognize the distinct cultural characteristics of your target market and properly cater to their preferences. Popup advertisements are frequently used on Moroccan tourist websites to promote well-known travel destinations like Casablanca and Marrakech. These advertisements feature colorful visuals of bright landscapes or bustling marketplaces.

In order to appeal to local aesthetics, these commercials often commonly use traditional aspects like beautiful ceramics or vibrant fabrics. In order to attract potential tourists, effective popup advertisements in Morocco usually include specials or discounts for lodging, dining experiences, or local excursions. Respecting cultural considerations while ensuring prominent visibility across various online platforms is crucial for capturing the attention of the Moroccan audience and driving engagement with popup advertisements effectively.

4. The Future of Moroccan Pop-up Advertising

Pop-up ads in Morocco have a bright future ahead of them, for both consumers and advertisers. Pop-up advertisements are becoming a popular and efficient method of engaging target audiences and generating leads, thanks to the rise in popularity of digital technology and social media platforms. Pop-up advertisements can reach a larger audience in Morocco than ever before because of the country's fast-rising smartphone penetration rate. On the other hand, pop-up advertising strategies need to change along with customer behavior. For their messaging to be relevant and personalized, advertisers must make use of AI and data analytics. They should also concentrate on developing less obtrusive ad forms that don't interfere with users' experiences. Moroccan companies may increase the efficacy of their marketing and cultivate a favorable relationship with their customers by doing this. The future of Moroccan pop-up advertising is in well-thought-out tactics that give priority to the demands and tastes of consumers while yielding measurable outcomes for marketers, especially as technology progresses.

VI. CONCLUSION

In conclusion, Moroccan online pop-up advertisements have a big potential and influence on the current digital scene. These advertisements have become an increasingly potent tool for businesses to efficiently reach their target audience in Morocco due to the country's rising internet penetration rate and smartphone usage. Online advertising platforms offer a data-driven strategy that enables businesses to customize their ads according to user preferences, increasing engagement and conversion rates. Moreover, marketers may improve their campaigns and maximize return on investment by using the insightful data that tracking ad performance metrics offers. Advertisers must, however, balance the frequency of their advertising with the user experience, since too many pop-ups can irritate consumers and encourage them to install ad-blocking software. Moroccan internet marketers must thus carefully plan their content strategy and use eye-catching, non-intrusive pop-up advertisements that provide real value to visitors while raising brand recognition and making money. Through responsible utilization of Moroccan online pop-up advertisements, companies may use this powerful marketing instrument to propel expansion in the cutthroat digital market.

Acknowledgment

I would like to express my sincere gratitude and deep appreciation to Professor Tariq Bougarba and Nabil Mouchid for their invaluable assistance and unwavering support throughout my professional journey. Their expertise, guidance, and dedication have played a crucial role in shaping my career and achieving my goals.

References

1. Yudha, G. P., & Kurnia, K. (2023, February 2). “Pop-up Ads, Skip, or Strike?” Studi Efektifitas Format Pop-up Ads terhadap Web User’s Attitude. *Inter Community: Journal of Communication Empowerment*, 4(2), 52.
2. Sadek, S. (2023, June 1). YouTube Users’ Behavioral Responses towards Musical Ads (A Comparative Study vs Voice Over ads). *Journal of Design Sciences and Applied Arts*, 4(2), 127–153. <https://doi.org/10.21608/jdsaa.2023.182931.1244>
3. AYDOĞAN, H. (2021, July 30). Creative Message Strategies of Ads in Turkey Listed in YouTube Ads Leaderboard During COVID-19 Pandemic. *Erciyes İletişim Dergisi*, 8(2), 727–753.
4. Hsieh, A. Y., Lo, S. K., Chiu, Y. P., & Lie, T. (2020, June 23). Do not allow pop-up ads to appear too early: Internet users’ browsing behaviour to pop-up ads. *Behaviour & Information Technology*, 40(16), 1796–1805.
5. Damtew, D., Worku, F., Tesfaye, Y., & Jemal, A. (2019, January 1). Availability of Lifesaving Maternal and Child Health Commodities and Associated Factors in Public and Private Health Facilities of Addis Ababa, Ethiopia. *Health Services Research and Managerial Epidemiology*, 6.
6. Kyung Yul Lee. (2017, June). A Study on the Effect of Perceived Intrusiveness of Internet pop-up ads Interrupting Editorials on Attitude Toward pop-up ads - Focused on the Moderating Effect of Emotion Elicited by Internet News Articles -. *A Journal of Brand Design Association of Korea*, 15(2), 171–184. <https://doi.org/10.18852/bdak.2017.15.2.171>
7. Ellingham, M. (2001, January 1). *The Rough Guide to Morocco*. Rough Guides. In-Text Citation: (Ellingham, 2001)