

Left on the Table

What are retail advertisers leaving on the table?

Outdated brand suitability settings could be restricting your access to valuable retail audiences.

think news BRANDS

Retail news is where Australians spot the latest trends, follow store openings and closures and decide where to shop next. Yet brand suitability settings can still block advertising in credible, professional retail news environments, simply because an article contains a word on an exclusion list. Our latest category analysis examines how ordinary retail news stories can trigger incorrect advertising exclusions, potentially restricting reach, attention and overall campaign effectiveness.

23%
of all retail articles containing block list words

BLOCKED
ordinary words like stores, theft, banned and crime are blocked

3 IN 4
marketers describe keyword filters as blunt or overly simplistic

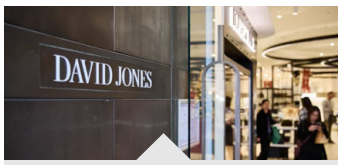
Retail stories. Ordinary words. Advertisers blocked.
These are top-performing Australian news stories, suitable for advertising but flagged as "unsafe" by keyword filters.



Betts
Australian footwear retailer
Everyone always compliments my shoes: Shoppers flock to Betts as it shuts 20 stores



Myer
Black Friday
Trading conditions still tough at Myer but Black Friday period was encouraging



David Jones
Luxury brands
Blow for David Jones as major brands exit

Why it matters for retail advertisers, and what you can do.

1. **KNOW**
Ask what is being blocked, and review block lists.

2. **MODERNISE**
The aim is not removing genuine safeguards. It's to make them more precise and proportionate to actual risk.

3. **GOVERN**
Consider not just where to avoid, but where media investment drives commercial and societal value. **News isn't the risk. Misapplied blocking is.**

think news BRANDS

Get a brand suitability audit and reach more of the right audience while making your advertising budget work harder.

FIND OUT MORE

Source: ThinkNewsBrands Category data analysis, Oct '26'Source: Roy Morgan Single Source Australia, Jul 25 – Jun 26