



## FEATURE OVERVIEW

### How Does zBlocker Work?

zBlocker is an ad-blocker feature integrated within the SD-WAN Director, designed to remove advertising materials, including intrusive ads, from websites. The feature is capable of verifying the domain names of the web page elements while a site is loading, and then flags and blocks any identified advertising components from loading on the page.

Benefits of enabling zBlocker:

- **Improved browsing experience:** zBlocker removes intrusive ads, video ads, and irrelevant content from websites, thereby significantly improving the browsing experience.
- **Enhanced security:** Online ads can be used by cybercriminals to distribute malware. Enabling zBlocker reduces the risk of malware infections and safeguards users' devices and networks.
- **Better privacy:** Ads typically have third-party trackers that collect information about online behavior. By blocking ads, zBlocker prevents third-party advertisers from tracking and logging user history.
- **Faster website performance:** zBlocker removes advertising tags, plug-ins, and third-party analytics, which are known to slow down websites. By enabling zBlocker, users can experience better website loading and navigation speed.

Overall, zBlocker is a very effective ad blocker that creates a safe, robust, and quick browsing experience. Its integration with SD-WAN Director makes it an ideal choice for organizations that prioritize security, privacy, and website performance.