



Ad Fraud Defense Case Study

# Sophisticated Tools Required to Stay Ahead of Today's Fraud

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With an ecosystem that averages billions of auctions and **5 trillion data points a month**, the video provider needed a partner who could handle its scale.

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HUMAN verifies the humanity of more than **20 trillion transactions** each month.

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An average of **8 billion requests** are scanned by HUMAN each month.

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Utilizing Ad Fraud Defense, the provider successfully identified and eliminated the PARETO botnet, which used sophisticated techniques to hide its identity across the ecosystem.

## CHALLENGE:

### Safeguard growing video platform & marketplace from fraud

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As audience levels have risen – according to Nielsen, in 2020 alone, the total hours spent with CTV devices was up 81% year over year - so too has the rush of advertisers spending to reach and engage their target audiences. This has raised the value of video and ad tech assets to both publishers and advertisers. It has also attracted the attention of bad actors looking to carve out their piece of this growing pie. A leading provider of end-to-end video ad-serving solutions and video marketplace needed a partner and set of best practice operations to keep its environment free from this fraud.

## SOLUTION:

# Ad Fraud Defense

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Fighting fraud attracted to the rising investment in digital advertising requires collaboration between partners who can match the problem's ever-increasing sophistication. HUMAN's Ad Fraud Defense has **12+ years** of experience and sees more than **20 trillion interactions** a week, making it uniquely equipped to enhance the video provider's fight against fraud. This scale is needed to protect the provider's platform, which handles an **average of 5 trillion data points and 250 billion monthly auctions**. HUMAN's unmatched scale and experience power the most accurate protection from sophisticated bots.

**"The unearthing of PARETO was a great indicator of the work we've achieved together with HUMAN in mitigating such attacks, and our partnership will no doubt mature even further in the coming years."**

*Chief Executive Officer*

## RESULTS:

# Protected from Today's Most Sophisticated Botnet

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The video provider scans an average of 8 billion requests each month. After partnering with HUMAN, the provider successfully identified and eliminated the PARETO botnet, which was abusing their platform - among others - to infect nearly one million mobile devices. PARETO used these infected devices to create fraudulent ad

views on smart TVs and other devices - spoofing nearly 6,000 CTV apps and accounting for an average of 650 million ad requests every day, while using sophisticated techniques to hide its identity across the ecosystem.

Combining the mitigation of Ad Fraud Defense with a dedicated approach to implementing HUMAN's guidance to prevent the bot network from operating across their platform, including adopting all industry anti-fraud standards across their platform and installing a dedicated quality leader. The result was a marketplace better prepared to protect clients from known and novel sophisticated fraud attacks.

## About Us

HUMAN is a cybersecurity company that protects enterprises from bot attacks to keep digital experiences human. We have the most advanced Human Verification Engine that protects applications, APIs, and digital media from bot attacks, preventing losses and improving the digital experience for real humans. Today we verify the humanity of more than 20 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. Protect your digital business with HUMAN. To Know Who's Real, visit [www.humansecurity.com](http://www.humansecurity.com).