



Malvertising Defense Case Study

# How Curiosity Media Solved Troubling Mobile Redirect Issues for SpanishDict.com

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Curiosity Media is the team behind SpanishDict.com, a leading Spanish learning website that provides Spanish language reference and learning materials for millions of students every year. The website's most-loved features include millions of free, high-quality dictionary translations, conjugations for every Spanish verb, and real-time comparisons of sophisticated translation engines.

## Challenge

For Curiosity Media, malvertising reared its ugly head primarily through malicious redirects on SpanishDict.com. The team was constantly fighting user complaints about redirects and working to remedy the frustrating user experiences that they caused.

The company found that their engineering team simply didn't have the resources to keep up with the constantly changing tactics employed by malicious actors. Whenever they tracked down a bad actor, the delivery methods or attack types would change. It became clear, as larger and more frequent malvertising attacks were hitting the publisher, that using their engineering resources to manually trace and turn off campaigns was not sustainable.

**"The HUMAN team is truly solving the unsolvable, and as such, we consider them one of our most valuable partners."**

— Lauren Hefferon,  
Product Manager at  
Curiosity Media

# Solution: Malvertising Defense

The Curiosity Media team needed a third-party solution that specialized in malvertising prevention to help solve the problem. The team was specifically concerned with ensuring that both ad reporting and ad serving continued unaltered and uninterrupted from the current state. Curiosity Media was most attracted to HUMAN's Malvertising Defense solution because of primary features that helped to ensure this very thing:



## NO REDUCTION IN AD REVENUE

Malvertising Defense allows creative to render on a publisher's site, but stops the malicious action from executing. Malvertisers still have to pay for impressions (leaving ad dollars intact), but users aren't affected by malicious code.



## NO MAINTENANCE

The Malvertising Defense integration is simple, and it effectively blocks malicious ads with no manual intervention required. This was especially important for the bandwidth-constrained engineering team.



## WHITE GLOVE CUSTOMER SERVICE

HUMAN's hands-on and eager customer service team goes above and beyond, from implementation to swiftly responding to customer inquiries.

## Results

Since implementing Malvertising Defense, Curiosity Media has been able to pretty much forget about malvertising and malicious redirects. The problem has completely stopped. Rather than simply providing software, the HUMAN team works regularly with the team at Curiosity Media and provides regular monthly reporting along with important insights to help them improve operations.

In addition, Curiosity Media has seen measurable improvements in a few key areas on SpanishDict.com:

### INCREASED MONTHLY PAGE VIEWS

After implementing Malvertising Defense, SpanishDict.com saw an **80% increase** in monthly page views per user, due to increased content and an improved user experience.

### INCREASED USER SATISFACTION

SpanishDict.com has seen user complaints and comments around redirects completely vanish almost overnight. A year after implementing Malvertising Defense, SpanishDict.com has only had 2 complaints of malicious ads reaching end traffic.

## About HUMAN

HUMAN is a cybersecurity company that protects organizations by disrupting digital fraud and abuse. We leverage modern defense to disrupt the economics of cybercrime by increasing the cost to cybercriminals while simultaneously reducing the cost of collective defense. Today we verify the humanity of more than 20 trillion digital interactions per week across advertising, marketing, e-commerce, government, education and enterprise security, putting us in a position to win against cybercriminals. Protect your digital business with HUMAN.

To Know Who's Real, visit [www.humansecurity.com](http://www.humansecurity.com).