

MediaGuard 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, Aniview needed a partner who could handle its scale.

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HUMAN verifies the humanity of more than **15 trillion transactions** each month.

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

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Utilizing MediaGuard, Aniview 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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**Aniview** is a leading provider of holistic, end-to-end video ad-serving solutions and a video marketplace. 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 adtech 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. Aniview needed a partner and set of best practice operations to keep its environment free from this fraud.

## SOLUTION:

# MediaGuard

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Fighting fraud attracted to the rising investment in digital advertising requires a collaboration between partners who can match the problem's ever-increasing sophistication. HUMAN's MediaGuard has 10 years of experience and sees more than 15 trillion interactions a month, making it uniquely equipped to enhance Aniview's fight against fraud. This scale is needed to protect Aniview's platform, which handles an average of 5 trillion data points and 250 billion auctions per month. HUMAN's unmatched scale and experience powers its Modern Defense Strategy that provides 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."**

*Alon Carmel,  
CEO, Aniview*

## RESULTS:

# Protected from Today's Most Sophisticated Botnet

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Aniview scans an average of 8 billion requests each month. Using MediaGuard, Aniview successfully identified and eliminated the PARETO botnet, which used sophisticated techniques to hide its identity

across the ecosystem. PARETO used nearly one million infected mobile devices pretending to be millions of people watching ads on smart TVs and other devices to spoof nearly 6,000 CTV apps, accounting for an average of 650 million ad requests every day. Aniview combined the MediaGuard mitigation with a dedicated approach to implementing HUMAN's guidance, 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 the next sophisticated fraud attack.

## About Us

HUMAN is a cybersecurity company that safeguards 500+ customers from sophisticated bot attacks, fraud and account abuse. We leverage modern defense—internet visibility, network effect powered by collective protection, and disruptions—to enable our customers to increase ROI and trust while decreasing end-user friction, data contamination, and cybersecurity exposure. Today we verify the humanity of more than 15 trillion interactions per week across advertising, marketing, ecommerce 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).