TripleLift Leverages HUMANs MediaGuard Solution To Drive Expansion into CTV

**TripleLift**, is the advertising technology company reinventing ad placements at the intersection of creative, media and data. With 54 billion transactions flowing through its marketplace daily, and over 1 trillion transactions a month, the company is growing rapidly. Among its largest areas of growth has been Connected Television (CTV). But as with any growth — especially growth coupled with high CPM rates — bad actors tend to follow. TripleLift and their buyers need assurance that their marketplace transactions, especially in the growing CTV space, are protected.

**CHALLENGE:**
Maintain Exchange Quality Throughout Expansion

1. MediaGuard’s protection empowered TripleLift to confidently expand with **30 new inventory partners**.

2. HUMAN safeguarded TripleLift’s roughly **90 Billion CTV yearly bid requests**.

3. TripleLift’s valid in-app inventory average remained constant at at **99.6%**.

“On a daily basis, we have MediaGuard reports that allow us to identify, investigate and counteract each instance of fraud that is caught.”

Eddie O’Loughlin, Director of CTV Partnerships at TripleLift
SOLUTION:
MediaGuard

To ensure its fast growing CTV business remained free of fraud, TripleLift sought out a partner with the expertise and scale to keep up with emerging threats. HUMAN’s MediaGuard was a natural choice given its unique multilayered detection methodology and unmatched scale. MediaGuard leverages more than 15 trillion interactions per week and Human’s 10+ years of experience to provide the most accurate protection from sophisticated bots.

With MediaGuard, TripleLift can detect and mitigate sophisticated bot activity to stop bad actors from harming the reputation of publishers and stealing digital advertising spend from advertisers. MediaGuard analyzes each ad request before a bid is sent to a Demand-Side-Platform (DSP) and enables TripleLift to quickly act to stop the bid whenever a bot is identified.

RESULTS:
Confidence and Security across Emerging Channels

MediaGuard protection helped TripleLift to expand its direct partnerships with publishers, adding over 30 new partners, including streaming services, networks, lifestyle channels and more, while giving advertisers the additional confidence to buy. HUMAN helped safeguard TripleLift’s more than 90 billion CTV bid requests last year, keeping TripleLift’s valid in-app inventory average at 99.6%. It’s especially important to provide security as advertisers explore TripleLift’s first-to-market In-Show creative solutions, as new marketplaces can attract nefarious actors. Identifying, stopping, and preventing 3rd parties from interfering, provides the assurance needed as buyers look for new ways to innovate. TripleLift continues to utilize Human’s MediaGuard solution to expand into safe inventory partnerships across all of its solutions without compromising on safety and fraud.

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 10 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To Know Who’s Real, visit www.humansecurity.com.