System1 operates a diverse portfolio of digital properties, including Mapquest.com and HowStuffWorks.com. System1 builds powerful brands across multiple verticals, while developing and growing a suite of privacy-focused products that deliver high-intent customers to advertising partners. They strive to deliver delightful content experiences focused on health, wellness, education, travel, local listings, finance, auto and entertainment.

**Challenge**

System1 has always been well aware of the threat that malvertising poses to its users and the digital advertising industry as a whole. However, the company struggled with implementing protections against it because most anti-malvertising solutions on the market also harmed publisher revenue and added latency to site operations. They needed to find a solution that balanced user safety, yield recovery, and site performance.

“The best part about Malvertising Defense is it holds the bad guys accountable to pay for the inventory they claim, whereas for other solutions, that revenue may be lost by blocking.”

— Lila Hunt,
Head of Digital Ad Strategy,
System1
Solution

System1 found the balance it needed in HUMAN Malvertising Defense. The team was excited that Malvertising Defense did more than simply block malicious ads, but also met their dual desire for user safety and revenue recovery. Malvertising Defense provided the unique capability of holding malicious actors accountable by ensuring they pay for the ad inventory they claimed, while not allowing their malicious code to reach site visitors.

The cost-benefit analysis overwhelmingly favored Malvertising Defense, making it an indispensable strategic asset for revenue preservation as well as these benefits:

EASE OF IMPLEMENTATION

Malvertising Defense provides a truly “set it and forget it” solution. The team has rarely, if at all, needed to think about malicious redirects since installing Malvertising Defense single line of code.

DIRECT CUSTOMER SERVICE

While Malvertising Defense’s set-it-and-forget-it solution makes it easy for the System1 team to manage the protection against malicious ads, one of the most important benefits is HUMANs regular communication with the team.

Results

Malvertising Defense enabled the System1 publishing team to block malicious ads and protect their revenue. The unexpected benefit for the team was knowing that they were doing their part to make malvertisers’ efforts less effective by decreasing their campaign ROI.

About Us

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, putting us in a position to win against cybercriminals. HUMAN was named one of the TIME100 Most Influential Companies of 2023. To Know Who’s Real, visit www.humansecurity.com.