



Malvertising Defense Case Study

VPP Gaming Network Rebuilds Reputation After Losing 46.4% Player Reach Due To Malicious Ads

VPP Gaming Network is an ad platform for video games with half a million regular users and 500 million impressions. The company's unique approach maximizes exposure and ad income for its more than 300 publishers, running ads across big-name players like Counter-Strike, Day-Z, and Team-Fortress 2 communities.

Challenge

A prime target for malvertising, VPP Gaming Network found itself in a situation where players were complaining to developers about forced redirect ads in increasing numbers, and game developers began removing VPP's ads from their games.

VPP Gaming Network responded by putting in place well-known, available tools. But the company continued to get removed by developers due to malicious ads in the network. The team stayed up 24/7 trying to hunt down and remove malicious ads manually, but once hit, they were often powerless to undo the damage. During this time, the company's customer engagement steadily decreased, losing 46.4% of their player reach and incalculable losses in terms of revenue.

"We tried tools like Confiant, and while Confiant has a system to block malicious ads (and provide insight into active threats), it didn't work for our needs."

— Toan Nguyen, Founder
of VPP Gaming Network

Solution: Malvertising Defense

After being unhappy with their previous solution, VPP Gaming Network launched Malvertising Defense and quickly saw that it offered protection from every type of malvertising attack. With a single line of code, the team at VPP Gaming Network immediately benefited from HUMAN's sophisticated methods for malicious ad detection and blocking, highlighting these key capabilities:



REAL-TIME BEHAVIORAL ANALYSIS

Malvertising Defense blocks malicious ads in real-time based on malicious code within the ad. This eliminates the need for blocklists and manually tracking down bad ads. With Malvertising Defense, you are protected from known and novel threats with no manual intervention needed.



EASY INTEGRATION

Malvertising Defense's single line of code has protection up and running in minutes, instantly protecting site visitors from harmful attacks with no impact on site performance.



MAINTAINS PUBLISHER REVENUE

Malvertising Defense is the only solution that allows ads to render before being blocked. This means malvertisers are forced to pay for their impressions.

Results

Years after putting Malvertising Defense in place, VPP Gaming Network continues to rely on HUMAN to protect its network and promote ad health, player engagement, and developer confidence. As a result, the number of players in VPP's network is on the rise.

REBUILDS REPUTATION

After losing nearly half of their player reach, VPP Gaming Network has regained confidence from players and developers, regaining followers and continuing to serve their clients with in-game ads that generate the right revenue.

MAINTAINED AD REVENUE

Malvertising Defenses real-time detection removes malicious activity with no cost to publisher revenue. VPP Gaming Network can now rest easy knowing they are protected with no threat of lost ad revenue.

RECOVERED TIME

VPP Gaming Network no longer spends countless hours tracking down and removing bad ads. Malvertising Defense's behavior-based approach to detection keeps their platform safe from all malicious activity in real time, even as new threats enter the ecosystem.

WHITE GLOVE CUSTOMER SERVICE

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

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.