HUMAN

venatus

Malvertising Defense Case Study

Venatus Eliminates Malicious Redirects and Streamlines Operations

Venatus is an ad technology platform focused entirely on gaming and entertainment. The company manages ad sales for many of the largest gaming websites and apps in the world with a diverse mix of digital opportunities. They work with many of the largest advertisers in the world to engage gamers, drive ROI, and create brand awareness. Their belief that everybody games—men, women, the young and old alike—and their platform approach enables customers to target this audience at scale.

Challenge

Venatus sits between supply-side platforms (SSPs) and publishers. They must deal with any malicious creative that makes it past SSPs, as they are held responsible for problems experienced by their publishers down the line. Venatus experienced an onslaught of malicious redirect attacks, and their Ad Ops team was spending countless hours fighting malicious ads. Despite their attempts to go upstream and work with SSPs to fix issues, large-scale weekend attacks resulted in publishers actively removing Venatus tags from their systems.

Venatus experimented with several of the major anti-malvertising tools on the market, but none resolved the issues. Difficulties with other security providers made Venatus realize they needed a holistic solution to their malvertising challenges, one that would eliminate attacks, clear up time for their Ad Ops team, and help rebuild trust with publishers.

Solution

HUMAN Malvertising Defense's behavioral blocking strategy gave Venatus exactly the solution they were looking for, with several key functionalities:

FULL-STOP PROTECTION

Malvertising Defense uses technical analysis of each ad render to detect and block malvertisers from hijacking ad inventory with harmful redirects, malware, and heavy ads.

PRESERVE PUBLISHER REVENUE

Malvertising Defense's behavioral approach to catching bad ads lets malvertisements render on-page before being blocked. This means publishers still get paid for their ad impressions, raising cost without reward for malvertisers.

EASY INTEGRATION AND MAINTENANCE

Malvertising Defense swiftly integrated into Venatus' existing stack with no maintenance needed from engineering. The behavior-based learning library continuously updates to offer automatic protection, without relying on traditional sandboxing and blocklist techniques.

UNMATCHED CUSTOMER SERVICE

The team at HUMAN works regularly with Ad Ops teams to provide regular monthly reporting along with important insights to help them improve operations.

Results

After Venatus implemented the HUMAN tag, the faucet of malicious activity was immediately shut off. The Venatus Ad Ops team went from fielding an average of 10 to 25 complaints per week to none—overnight. Within the first few days of implementation, Venatus saw the following results:

- **Renewed Reputation:** After struggling to maintain relationships with clients, Malvertising Defense gave Venatus the confidence to ensure publishers that their sites were 100% protected.
- **Restored Work Hours:** Prior to implementing Malvertising Defense, Venatus's three Ad Ops team members spent 50% of their time tracking down bad actors or dealing with frustrated publishers. With the solution in place, the team saved 60 work hours a week on average.

After running Malvertising Defense for over a year, the Venatus team has had only a single complaint ticket submitted. Venatus team members hardly even think about malicious redirects anymore and incorporate Malvertising Defense protection into their value proposition to new publishers.

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. HUMAN was named one of the TIME100 Most Influential Companies of 2023. Protect your digital business with HUMAN. **To Know Who's Real, visit www.humansecurity.com.**