Leading DSPs, SSPs and exchanges have formed strong partnerships with bot mitigation and bot prevention leaders, greatly reducing the prevalence of fraud running through programmatic platforms. Many brand advertisers believe they are insulated from marketing fraud through programmatic advertising. Unfortunately, they are not.

Marketing fraud goes way beyond just programmatic display and video. Marketers rely on a host of tactics—like search and social—to attract the interest of their customers. All channels are susceptible to fraudsters, and most platforms are unable to catch this fraudulent behavior or stop it.

A leading brand advertiser uncovered a significant amount of its annual budget was being compromised by sophisticated bots. HUMAN narrowed the source to specific IPs via display advertising vendor. The brand shifted its campaign strategy to eliminate the fraudulent source and systematically removed the previous bot users/sessions from their targeting and CRM systems. These changes delivered significant cost savings and improved return-on-investment (ROI). Using a simple estimation of the marketing Lifetime Value of the previously lost budget, the brand valued the recovered revenue by converting real human traffic, at 24% of its annual marketing budget. This, coupled with improved conversion rates, delivered a robust 12X ROI on their platform and effort costs.

HUMAN is a cybersecurity company that protects enterprises from bot attacks to keep digital experiences human. To learn about how our BotGuard for Growth Marketing product can protect your enterprise from Marketing Fraud, visit www.humansecurity.com.