



Disrupting PARETO

The most sophisticated scheme designed to defraud CTV advertising

PARETO was the most sophisticated Connected TV (CTV) fraud scheme to date. The operation used dozens of mobile apps to infect nearly a million mobile Android devices. The bots pretended to be millions of people watching smart TVs.

The PARETO operation was incredibly evasive with multiple spoofing cycles and disguises while it exploited consumers and the ad tech ecosystem. HUMAN was able to continuously detect and create techniques to protect customers with HUMAN's MediaGuard solution. In addition, HUMAN was able to disrupt the operation with The Human Collective, Google, and Roku.

PARETO BY THE NUMBERS

~1M Android Phones infected

650M Bid requests on average per day

65 Fraudulent Apps across Android & Roku

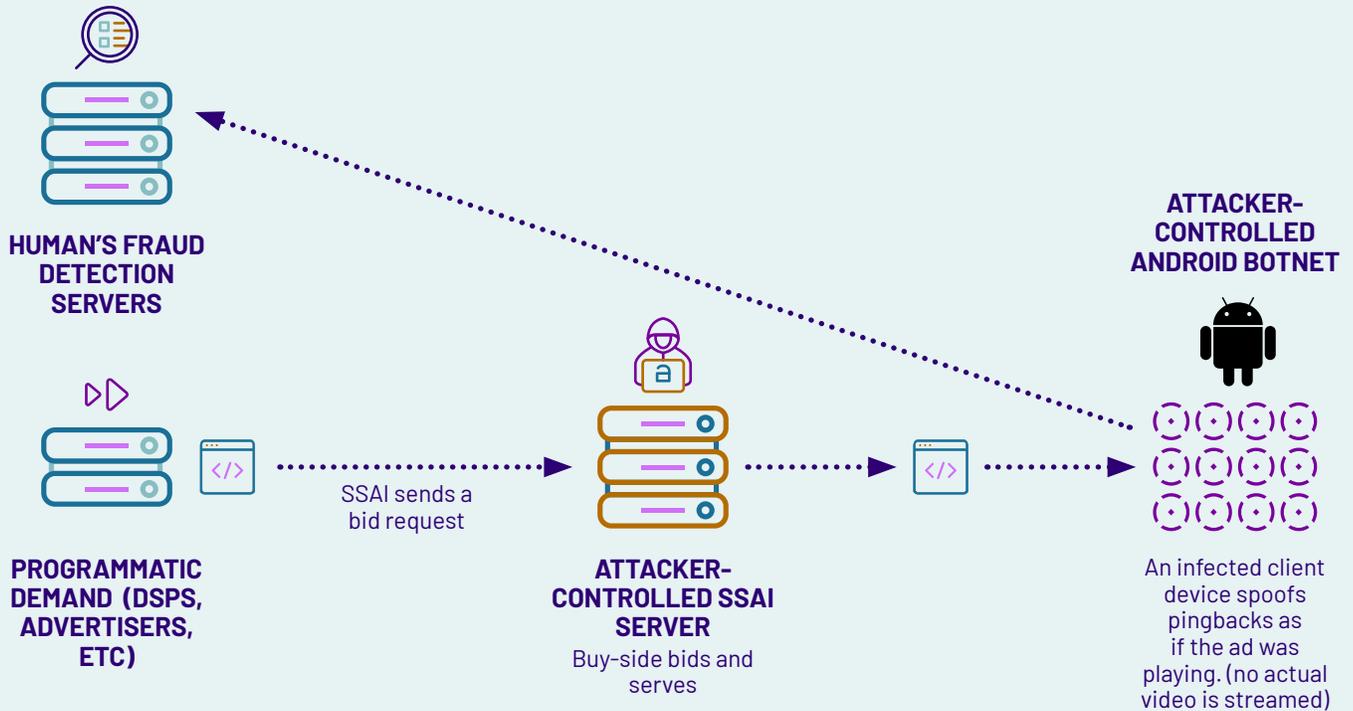
6K+ Spoofed CTV apps

COLLECTIVE OFFENSE IN ACTION

Roku Google Magnite



Detecting PARETO



“We were **pleased to support HUMAN’s efforts to disrupt the PARETO operation** ... yet another reminder of the importance of taking fraud seriously, working with the best fraud detection partners and **ensuring both the supply and demand side of the advertising ecosystem works only with trusted verified partners.**”

Willard Simmons
VP of Product Management at Roku

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.