



Timeline of a **Malvertising Attack**

How malicious ads go from idea to threat and how Malvertising Defense helps publishers protect their sites from this ever-evolving threat.

Malvertising threats for Publishers



Redirects away from publisher sites



Ad cloaking to execute clickbait scams



Redirects to malicious landing pages



Distribution of malware



Client-side injections to steal user info



Pixel/Video Stuffing





Blocklists try to catch known bad actors, but malvertisers evades blocklist detection



Creative renders and malvertiser pays for impressions



Code begins to execute malicious activity



Malicious activity affects users and damages publisher revenue

High False positive and negative rates



Non-malicious ads can get blocked, causing unwanted revenue loss

Add Latency



Size of the blocklist can cause latency on pages due to list load



Blocklists are reactive and only as good as the entries within them.



Malvertising Defense Advantage



Protect Revenue with More Precision



Preserve Brand Reputation



Optimize Performance and Overhead



Prevent Visitor Harm

Take Control of Your Digital Ad Inventory

