

Ad Fraud Defense Case Study

# Tappx Builds Scalable Trust through Precision and Quality with HUMAN

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## Challenge: Scaling Growth Without Compromising Trust

Tappx is a leading ad tech company that delivers cutting-edge monetization, user acquisition, and advertising solutions across mobile, web, and connected TV (CTV) platforms. With operations scaling rapidly, growing 135% year-over-year, Tappx needed a partner who could not only keep up with its growth but also provide the highest levels of transparency and trust across its ecosystem. As Tappx expanded, so did the complexity and volume of fraudulent threats across mobile, desktop, and CTV inventory. Tappx launched its **"Quality First Framework,"** an initiative dedicated to delivering curated inventory, collaborating only with direct and proprietary sources, and incorporating advanced pre- and post-bid algorithms. But to keep pace with its rapid growth, Tappx needed a trusted partner who could provide the **scale, precision, and actionable intelligence** required to safeguard its ecosystem.

**"At Tappx, we are deeply committed to combating fraud and ensuring complete transparency. HUMAN's friendly and professional approach, combined with their structured onboarding and precise execution, provided valuable insights that supported our decision-making and helped us achieve this in a remarkably short time."**

Blanca Boncompte,  
SSP Director at Tappx

## Solution: Precision at Scale

To reinforce its Quality First Framework, Tappx partnered with **HUMAN** to maximize inventory value and effectively scale their fraud-free inventory. HUMAN was the clear choice for Tappx, offering the following strengths:

- **Advanced Fraud Intelligence:** HUMAN's granular reporting allowed Tappx to identify and categorize specific types of invalid traffic (IVT), strengthening internal decision-making and external partner trust.
- **MRC-Accredited Transparency:** HUMAN's accreditation brought credibility and assurance, enabling Tappx to provide partners with fully verifiable and transparent traffic insights.
- **Scalable Protection:** As Tappx scaled, HUMAN's infrastructure and quick turnaround for time to value ensured that protection grew seamlessly alongside business expansion.

## Results: Growth with Confidence

By integrating HUMAN into its Quality First Framework, Tappx achieved a dramatic improvement in fraud prevention while continuing to expand globally, within just 3 months.

- **60% Reduction in Sophisticated Invalid Traffic (SIVT).**



**60%  
reduction**  
in SIVT



**Growth**  
with efficiency

- **30% Reduction in General Invalid Traffic (GIVT).**
- **Accelerated Growth with Efficiency:** HUMAN's insights empowered Tappx to make faster, more confident decisions, unlocking the ability to scale operations without sacrificing trust.
- **Strengthened Partner Relationships:** With measurable transparency and quality, Tappx built stronger, more credible partnerships with advertisers and publishers.

Tappx's explosive growth required a fraud prevention partner capable of scaling at the same speed. By leveraging HUMAN's accredited protection and deep fraud intelligence, Tappx not only safeguarded its ecosystem but also unlocked the ability to scale efficiently, transparently, and with trust at its core.

Together, Tappx and HUMAN are proving that **scalable growth and uncompromising quality can go hand in hand.**

## About HUMAN

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We ensure that every digital interaction, transaction, and connection is authentic, secure, and human. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information, visit [www.humansecurity.com](http://www.humansecurity.com)