

Ad Fraud Defense Case Study

Adte Strengthens CTV Performance, Creating More Predictable Return on Ad Spend

HUMAN partnered with Adte's CTV marketplace to verify that inventory labeled CTV comes from real CTV devices. Adte's CTV performance platform reaches a broad range of publishers and apps – focused on making video advertising easy for every brand, on every screen. As the company scales across streaming channels and increases its footprint among premium content owners, Adte needed verification that inventory tagged as CTV was authentic and not repackaged OTT or mobile traffic. **HUMAN's multi-layered defense provided the confidence needed to maintain trust and accelerate ROAS-driven optimization for brands and agencies.**

Challenge: Cleaning Up CTV Signals to Power ROAS Optimization

As the channel matures, advertisers expect CTV inventory to deliver strong performance and measurable real-world outcomes. But the CTV ecosystem still carries uneven device-level transparency. Many supply paths mark impressions as CTV even when they originate from OTT boxes, mobile apps, or mixed streaming environments. For Adte, misleading device signals create drag on ROAS optimization. Traffic that looks like CTV but behaves like mobile inflates CPAs, slows machine-learning cycles, and reroutes spend away from high quality household-level inventory. Adte needed a way to validate CTV sources and remove lower-quality supply before bids are ever placed. Adte needed a partner with enough scale, accuracy, and pre- and post-bid enforcement to catch signal spoofing to verify that what enters their platform is genuinely CTV.

"As a CTV performance platform, we rely on HUMAN to ensure agencies and brands are investing in verified CTV environments, enabling faster optimization, reduced waste, and more predictable ROAS."

Tal Ozery, Chief Operating Officer at Adte

Solution:

Multi-Layered Protection That Works

Adte selected HUMAN for its layered detection system powered by Ad Fraud Defense for pre-bid protection and Ad Fraud Sensor for post-bid analysis. Ad Fraud Defense validates device authenticity before Adte enters an auction, blocking misrepresented OTT or mobile traffic at the source. Ad Fraud Sensor reinforces long-term protection through deeper inspection of delivered impressions, surfacing supply-path manipulation, spoofing, and behavioral anomalies that point to non-CTV environments. This combined approach gives Adte:

- Accurate device-level validation across all CTV-tagged supply.
- Real-time pre-bid filtering that stops low-quality inventory before any bid is sent.
- Post-bid evidence from Ad Fraud Sensor to identify systemic issues and refine supply paths.
- Faster optimization cycles since models learn from clean, verifiable CTV signals.
- A performance environment brands and agencies can trust for outcome-based CTV campaigns.

With these protections in place, Adte can focus on ROAS modeling and campaign acceleration rather than sorting through inconsistent inventory signals.

Results:

Cleaner CTV Supply and Faster Performance Gains

HUMAN's protection allowed Adte to strengthen the integrity of its CTV marketplace by filtering out misclassified OTT and mobile streaming traffic before it entered bidding workflows. With the supply path cleaned up, **Adte's optimization models were able to stabilize sooner and deliver meaningful outcomes faster.** Key impacts include:

- A measurable drop in impressions falsely labeled as CTV, shrinking low-value paths at the point of entry.
- Cleaner device-level signals that removed noise from early-stage optimization cycles.
- Twelve to twenty-four percent faster learning time to hit target performance KPIs, thanks to models training on authentic CTV inventory instead of mixed-quality supply.
- More predictable ROAS progression throughout campaigns, especially for brands running performance-driven CTV funnels.
- Higher buyer confidence as agencies saw conversions tied more directly to verified CTV environments.

By pairing its CTV performance platform with HUMAN's Ad Fraud Defense, Adte delivered a steadier, faster path to real-world outcomes and reduced the cost of inefficient learning cycles for its advertisers.

About HUMAN

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We enable trusted interactions and transactions across the full spectrum of online actors: humans, bots and AI agents. 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 please visit www.humansecurity.com