

Ad Fraud Defense Case Study

Madhive secures local with HUMAN, protecting even the smallest campaigns from fraud

Challenge:

CTV is projected to reach \$37.7B in U.S. ad spend in 2026. This explosive growth is not only transforming digital advertising, but is raising the bar for quality and accountability. Digital ad fraud is a top concern for Madhive and the media partners they work closely with every day. Fragmentation across platforms, inconsistent transparency, and the high CPMs of CTV make it a prime target for fraudsters.

Local advertisers must be strategic with every dollar. When a local auto dealer or home and garden store invests in CTV, every impression needs to reach a real person, not a bot farm pretending to stream content.

Fraudsters are aware of the massive CTV ad spend. As the channel grows, so does the sophistication of ad fraud – fake traffic, spoofed devices, and automated “viewers” that inflate metrics without delivering real results.

For local advertisers, this creates a specific problem: higher CPMs mean fraudulent impressions hurt more, and less visibility into where ads run makes fraud harder to catch. Madhive knew that for local businesses to trust CTV, the platform had to guarantee quality at every step. That means:

- Mitigating invalid traffic (IVT) risk and improving advertiser ROI.
- Minimizing post-bid remediation to protect operational efficiency.
- Building trust with local advertisers that every impression really counts.

Madhive is the leading local first DSP and unified operating system built to empower local media companies to scale their advertising businesses and extend reach to new audiences. Madhive helps advertisers tap into that growth with transparency and quality controls that strengthen local outcomes. But as CTV grows, so does ad fraud.

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Local advertisers live in the market every day. They don't watch trends from afar – they feel them. With leaner campaigns, every rise and every dip hits immediately. That's why trust and transparency matter. Every dollar has to prove its value. **That's why Madhive partnered with HUMAN to build the most comprehensive fraud defense system in local CTV advertising.**

Solution:

Madhive partnered with HUMAN's fraud prevention technology at two points: before the bid (**Ad Fraud Defense**) and after the impression (**Ad Fraud Sensor**). Think of it as a bouncer and a security camera.



Ad Fraud Defense (pre-bid defense): In 2025, HUMAN blocked billions of fraudulent pre-bid requests (SIVT & GIVT). The majority were **false representation**, followed by **automated browsing** — forms of fraud notoriously difficult to detect in real time. This equates to immediate ROI: dollars saved up front rather than clawed back at a later time.



Ad Fraud Sensor (post-bid detection): Traffic is then analyzed post-bid to review every bid request after it becomes an impression, effectively double-checking the work Ad Fraud Defense does.

Over time, detections and constant feedback loops allow for an always-on system that **continuously adapts pre-bid detection against evolving ad fraud threats**.

This partnership served as the backbone of Madhive's Fraud Free Guarantee, announced earlier this year. Madhive's Fraud Free Guarantee combines AI-powered verification, trusted partnerships, direct integrations, and independent audits to ensure local advertisers are protected from fraud at every step — from planning to activation to measurement.

Holistic Ecosystem Approach

Madhive's differentiation lies in combining:

- **Full stack solutions** for reach extension and precision targeting, including the Fraud Free Guarantee
- **Premium local inventory** via direct publisher partnerships
- **HUMAN's fraud protection** for a multi-layered approach to protect media investment

Together, these efforts allow Madhive to scale while keeping advertiser budgets safe from the worst of CTV fraud, giving local businesses access to the same fraud protection and targeting precision as national brands.

Results:

For a regional retailer promoting a seasonal sale or a local service provider running a limited-time offer, the difference between a bot and a real viewer is the difference between an impression and a conversion. Here's what Madhive and HUMAN delivered in 2025 to make sure local businesses maximize every dollar they are spending.

- **Scale + Precision:** Advanced pre-bid protections stopped fraud before it happened, safeguarding advertiser dollars at scale.
- **Market Differentiation:** Madhive's quality-first approach positions it as a leader in transparent CTV transactions — including the introduction of Madhive's Fraud Free Guarantee in 2025.
- **Advertiser ROI:** Data-driven targeting with inventory quality controls, translating to real outcomes, not inflated metrics.

Looking Ahead

Fraudsters evolve. So does Madhive's defense. To combat this, Madhive's roadmap focuses on:

- **Leveraging HUMAN's threat intelligence** to stay ahead of emerging fraud tactics
- **Expanding holistic fraud detection** into new inventory types as their business becomes more distributed across omnichannel campaigns
- **Continuing to invest in transparency and accountability** across the programmatic supply chain

With HUMAN as a trusted partner, Madhive can scale confidently while protecting advertiser investments in the evolving CTV landscape.

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.