Ad Fraud Defense Case Study

Proactive Protection Prevents Fraud Despite Rapid Growth

1 Despite significant growth **(677% CAGR in available supply of ad opportunities over three years)** Yieldmo's global marketplace did not see a corresponding growth in fraud.

2 Combining internal protocols and tools with **actionable insights from Ad Fraud Defense,** Yieldmo proactively insulated Yieldmo from fraud.

3 Yieldmo's invalid traffic (IVT) rate - already among the lowest in the industry at just 1% - **declined 90% after implementing Ad Fraud Defense to 0.1%.**

4 HUMAN partnership instilled confidence for supply and demand partners in the ongoing quality of Yieldmo marketplace.

5 Located on AWS, Yieldmo's bidding infrastructure allows HUMAN's protection to respond with minimal network latency over the EC2 instance, allowing more time for a decision on a bid response.

CHALLENGE:
Grow Without Fraud

Spending on mobile advertising is expected to surge north of **$61 billion** a year. As one of the world's largest independent ad marketplaces, Yieldmo saw this growth firsthand experiencing a **677% CAGR in its available supply of ad opportunities over the past three years**. Yieldmo delivers success for advertisers and publishers with innovative ad formats and insightful data. Ensuring inventory quality and trust is no small feat with fraudsters constantly building on their toolsets false representation, automated browsing, and misleading interfaces to steal north of $2 billion of mobile ad spend.

Ad Fraud Defense

To help fuel this growth, Yieldmo needed to ensure a fraud-free marketplace would continue for its advertisers and publishers. Implemented globally alongside proprietary tools, Ad Fraud Defense delivered actionable insights. Relying on a multilayered detection methodology that uses technical evidence, continuous adaptation, machine learning and threat intelligence, the HUMAN fraud mitigation platform verifies **more than twenty trillion interactions per week**, an unmatched scale that powers the most comprehensive pre-bid prevention and post-bid detection capabilities.

> "Fighting fraud requires more than simple measurement. HUMAN's focused and unique approach and the reporting of IVT is a major reason we originally started our partnership."
>
> Managing Director, Yieldmo

Proactive Protection Delivers Clean Growth

90% → **0.1%**
Decline in IVT   IVT rate

581% Growth in Calls to HUMAN Platform

Yieldmo quickly scaled its platform with confidence due to the protections it had in place. Combining internal protocols with Ad Fraud Defense proactively insulated Yieldmo from fraudulent activity on its platform. Yieldmo's invalid traffic (IVT) rate - already among the industry's lowest at just 1% - **declined 90% after implementing Ad Fraud Defense to 0.1%.** Laying the foundation of protection, actively monitoring all sources, and adjusting as required, Yieldmo and HUMAN delivered trust in the marketplace for all partners.

About HUMAN

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform.