HUMAN

Proactive Protection Prevents Fraud Despite Rapid Growth

MediaGuard Case Study

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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 HUMAN MediaGuard,** 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 HUMAN MediaGuard to 0.1%.**

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

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.

MediaGuard

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, **HUMAN MediaGuard 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 **ten 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."
>
> *Shawn Yang,*
> Managing Director,
> Yieldmo

RESULTS:

Proactive Protection Delivers Clean Growth

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

581% Growth in Calls to WO Platform

Yieldmo quickly scaled its platform with confidence due to the protections it had in place. Combining internal protocols with HUMAN MediaGuard proactively insulated Yieldmo from fraudulent activity on its platform. Yieldmo's invalid traffic (IVT) rate - already among the industry lowest at just 1% - **declined 90% after implementing HUMAN MediaGuard 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 Us

HUMAN is a cybersecurity company that protects enterprises from bot attacks to keep digital experiences human. We have the most advanced Human Verification Engine that protects applications, APIs and digital media from bot attacks, preventing losses and improving the digital experience for real humans. Today we verify the humanity of more than 10 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To Know Who's Real, visit **www.humansecurity.com.**