HUMAN

Timeline of a Malvertising Attack

How malicious ads go from idea to threat and how HUMAN Malvertising Defense helps ad tech platforms protect their publisher clients from this ever-evolving threat.

Malvertising threats for Platforms

- Redirects away from publisher client sites
- Ad cloaking to execute clickbait scams
- Redirects to malicious landing pages
- Distribution of malware
- Client-side injections to steal user info
- Heavy ads slowing site experience
- Pixel/Video Stuffing

1. Bad actor creates malicious code and sets up a programmatic campaign
2. Bad actor submits their campaign for creative review
3. Pre-scanning blocklist tools check for malicious activity in creative, but malvertiser's tactics evade detection
4. Bad actor's campaign wins auction bid

Without HUMAN

5. Blocklists try to catch known bad actors
6. Creative renders
7. Code executes malicious activity
8. Malicious activity affects publisher site and damages platform's reputation

Where Blocklist Solutions Fall Short

High False positive and negative rates

Non-malicious ads can get blocked, causing unwanted revenue loss

Add Latency

Size of the blocklist can cause latency on pages due to list load

Easy to Evade

Blocklists are reactive and only as good as the entries within them.

Put Revenue at risk

Blocking ads and requesting new creative can risk revenue or diminish user experience

Protected by HUMAN Malvertising Defense

5. Malvertising Defense scans a sample of creatives and monitors for malicious behavior in creative and on landing page in real-time
6. Platform alerted of any malicious behavior to block
7. Threat API is updated in real-time
8. Publisher clients never receive malicious ads, platform reputation and revenue are protected

Malvertising Defense Advantage

- Preserve Revenue
- Protect Brand Reputation
- Optimize Performance and Overhead

Take Control of Your Digital Ad Inventory

Find out how HUMAN uses modern defense strategies to help platforms safeguard their publisher partners and revenue from malicious ads. **Visit HUMAN to request a demo.**