HUMAN

AEG Presents Ensures Only Real Humans Receive Event Marketing

CHALLENGE:

Ensure Event Marketing Attracts Only Real Humans

AEG Presents, a world leader in live events, wanted to ensure that marketing efforts were being directed 100% to real fans. They were seeking a technology partner who could accurately detect the presence of sophisticated bots within its marketing and identify the sources supplying that invalid traffic. AEG Presents needed insights that could allow for subsequent marketing mix adjustments and improved performance with protection against bot vulnerabilities. Ultimately, they wanted to ensure their marketing efforts were only attracting humans for lower advertising dollar waste.

AEG Presents piloted HUMAN's Data Contamination Defense to **gain insights into potential bot interference** in its marketing for various events.

Several notable livestreams, tours and festivals, including 5 AEG Presents Festivals, AEG Presents Owned & Operated sites (.com), and 2 AEG presents artist tours covered within pilot.

HUMAN identified that **10.59% of total traffic represented invalid traffic** from bots and other threats.

More than 15% of the traffic for one tour effort was found to be from bots, highlighting how threats can be missed in a narrow view.

AEG Presents made real-time optimizations to the marketing mix for subsequent campaigns to **reduce bot traffic** to below industry accepted levels.

SOLUTION:

HUMAN's Data Contamination Defense

AEG implemented a six month pilot to test the effectiveness of the protection offered by HUMAN's Data Contamination Defense. Data Contamination Defense is part of the Human Defense Platform, a suite of web application security solutions that protects against digital attacks targeting exposed ad, web, mobile and API surfaces. By simply dropping the HUMAN detection tag to three media channels (social, display & owned sites) for signal collection. The pilot program covered several notable livestreams, tours and festivals to properly test the effectiveness of the HUMAN technology. This included: 5 AEG Presents Festivals, AEG Presents Owned & Operated sites (.com), and 2 AEG presents artist tours. HUMAN provided real time reporting of the site traffic data, as well as an analysis of the test findings.

RESULTS:

In Partnering with HUMAN, AEG was able to reduce vulnerabilities within show marketing flows, specifically tied to on sale registrations in advance of the ticketing process. HUMAN's technology was able to identify that **10.59% of total traffic represented invalid traffic from bots and other threats**. Though overall bot traffic was low on an aggregate level across all of the campaigns, AEG was able to identify significant hot spots of SIVT. In one key tour effort, **more than 15% of the traffic was found to be from bots**, highlighting how threats can be missed in a narrow view. Social channels delivered the cleanest overall results while display media channels produced significantly higher levels of SIVT. Using this information, AEG Presents made real-time optimizations to the marketing mix for subsequent campaigns to reduce bot traffic to below industry accepted levels. Optimizations were not widely necessary across all of the efforts tracked within this pilot, but were helpful for informing if and which specific audience segments and ad exchanges were largely contributing to bot traffic.

> **Overall, understanding the percentage of bot traffic coming from paid media channels helps AEG to plan as part of the marketing mix. This allowed for real-time optimizations to internal campaigns. which helps ensure the validity and value of the clicks AEG marketing efforts are generating."**
>
> — Head of Media, AEG Presents

About Us

HUMAN is a cybersecurity company that protects organizations by disrupting digital fraud and abuse. We leverage modern defense to disrupt the economics of cybercrime by increasing the cost to cybercriminals while simultaneously reducing the cost of collective defense. Today we verify the humanity of more than 20 trillion digital interactions per week across advertising, marketing, e-commerce, government, education and enterprise security, putting us in a position to win against cybercriminals. Protect your digital business with HUMAN. To Know Who's Real, visit **www.humansecurity.com**.