

Malvertising Defense Case Study

# Factinate Protects Audience Experience Without Sacrificing Revenue

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Factinate is a general knowledge website dedicated to writing and publishing articles about relevant and interesting facts. Born out of a love for trivia, documentaries, and out-doing friends' general random knowledge, the company's goal is to write engaging facts about every topic that interests them and their readers. Examples include animals, famous and/or inspiring people, automotive and vehicle technology, healthcare, pop culture (movies, TV, etc.), geographies (countries, cities, etc.), and science.

## Challenge: Tracking Down a Hidden Problem

Factinate keeps a sharp eye on site metrics tracking visitor experience, especially user session length. So when the company noticed its bounce rates inexplicably rise, particularly on long-form blogs, they had some serious concerns. Factinate struggled to find the source of the problem, even while they tracked shifts in session and bounce rates at the article level.

Soon after, they saw alarming visitor comments on social media mentioning pop-ups and gift card redirects. It was at that point they knew their ad units were being hijacked. These attacks occurred three days in one week, costing Factinate more than a hundred thousand dollars a year. The company needed a solution to put an end to malvertising.

Factinate's two-man Ad Ops team was losing valuable hours manually tracking down threats article by article, page by page, only to have threats resurface after being caught and blocked.

# Solution: Malvertising Defense

Factinate needed an immediate and complete solution to stop the loss of revenue due to malvertising. They needed a solution that would not only stop their current malvertising woes but future-proof their site from new attacks while also protecting their revenue. In HUMAN Malvertising Defense, the team found a “complete solution” to their malvertising pains, with these powerful and unique features:



## PROTECTION AGAINST KNOWN AND NOVEL MALVERTISING ATTACKS

Behavior-based algorithms continuously learn and grow stronger in real time, providing automatic protection against even the most novel threats.



## MAINTAIN REVENUE AND REPUTATION

Malvertising Defense is the only solution that prevents bad ad behavior while allowing ad impressions to fire for publishers, forcing malvertisers to pay without their reward. This keeps visitors on webpages and protects them from harmful malvertisements.



## EASY INTEGRATION AND MAINTENANCE

A single line of code is all that's required to implement Malvertising Defense. The solution runs seamlessly in the background, continuously updating without relying on traditional sandboxing and blocklist techniques.



## WHITE GLOVE CUSTOMER SERVICE

HUMAN's hands-on and eager customer service team goes above and beyond, from implementation to swiftly responding to customer inquiries.

# Results: Restoring Page Sessions, Maintaining Revenue

After adding the single line of HUMAN code to their webpage, Factinate's malvertising problem disappeared almost instantly. Malvertising Defense permanently removed the need to track down and manually block malvertisers. These key results allowed Factinate to stop hemorrhaging ad revenue while also clearing up valuable work hours to focus on new revenue-growing opportunities:

- **Restored Session Lengths:** After a year of massive drops in customer session lengths, Factinate quickly saw their numbers restored after implementing Malvertising Defense.
- **+50 Million Page Views Protected A Month:** Unparalleled, on-page protection means every threat for every site viewer is prevented, while also continuously updating our threat library as attacks happen.
- **Complete Malvertising Solution:** Malvertising Defense's behavioral analysis meant the end of their malvertising attacks, protecting them from new threats as they enter the ecosystem while driving old attackers away by charging ad impressions on their blocked ads.

# About HUMAN

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. HUMAN was named one of the [TIME100 Most Influential Companies of 2023](#). Protect your digital business with HUMAN. **To Know Who's Real, visit [www.humansecurity.com](http://www.humansecurity.com).**