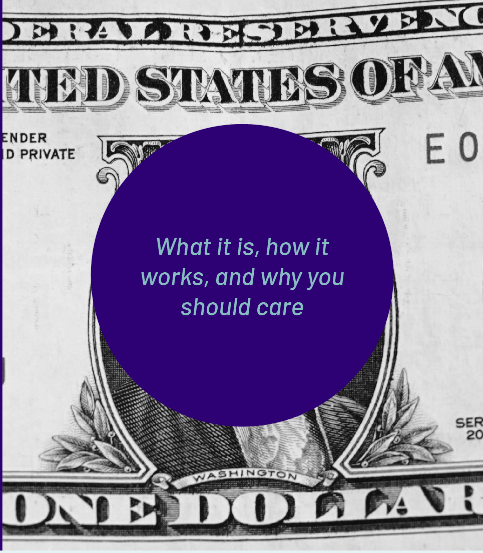
HUMAN

A Human's Guide to

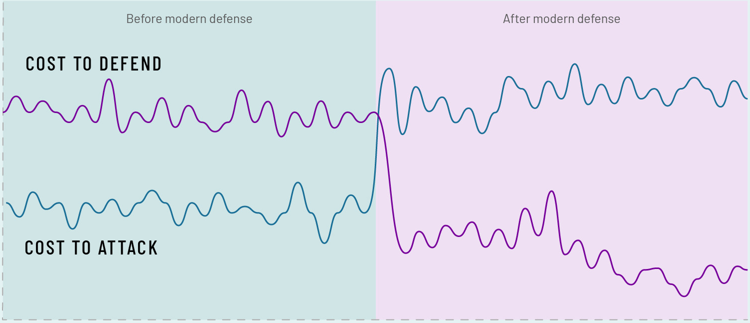
MODERN DEFENSE STRATEGY



What it is, how it works, and why you should care

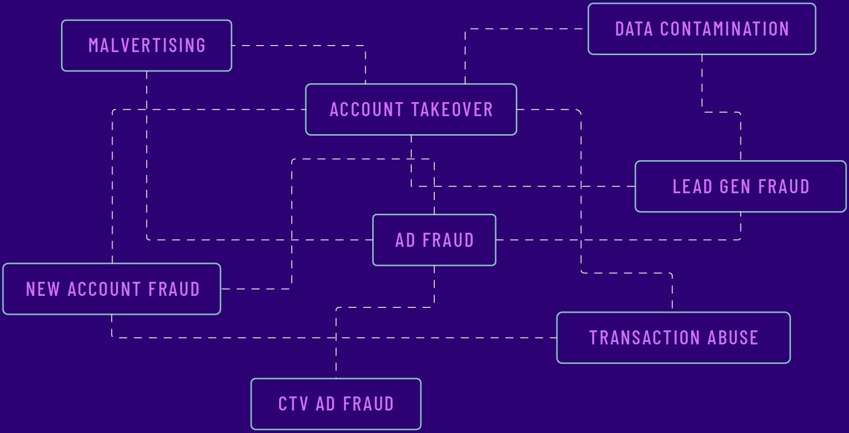
WHAT IS MODERN DEFENSE STRATEGY?

Modern defense strategy is how we disrupt the economics of cybercrime. This strategy fuels our Human Defense Platform's decision making and allows us to increase the cost of attacks while simultaneously decreasing the cost of collective protection — aka the cost of defense.

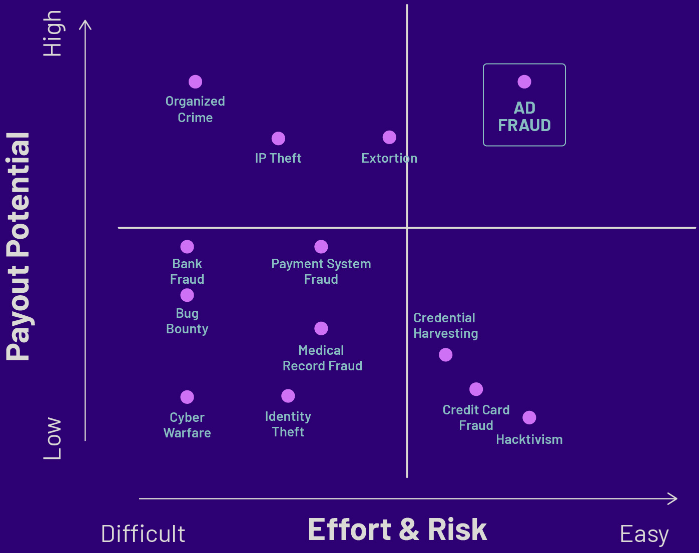


HOW DOES IT WORK?

Fraud across the internet is more interconnected than you think.


MALVERTISING
DATA CONTAMINATION
ACCOUNT TAKEOVER
LEAD GEN FRAUD
AD FRAUD
NEW ACCOUNT FRAUD
TRANSACTION ABUSE
CTV AD FRAUD

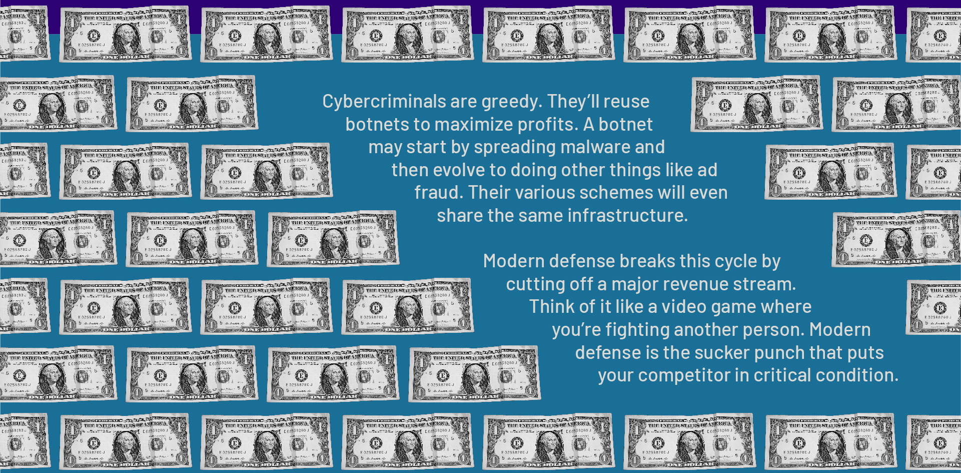
Ad fraud is the lowest risk, highest reward form of fraud out there.



Attractiveness of hacking based on financial gain and effort
Source: HP Enterprise Solutions. The Business of Hacking, May 2016

With the payouts from ad fraud, cybercriminals can fund more nefarious activities like:

- ACCOUNT FRAUD
- ACCOUNT TAKEOVER
- DATA CONTAMINATION
- TRANSACTION ABUSE
- SCRAPING
- MALVERTISING



Cybercriminals are greedy. They'll reuse botnets to maximize profits. A botnet may start by spreading malware and then evolve to doing other things like ad fraud. Their various schemes will even share the same infrastructure.

Modern defense breaks this cycle by cutting off a major revenue stream. Think of it like a video game where you're fighting another person. Modern defense is the sucker punch that puts your competitor in critical condition.

MODERN DEFENSE STRATEGY HAS THREE PILLARS THAT MAKE THIS POSSIBLE.

VISIBILITY

See across the threat lifecycle

NETWORK EFFECT

Connect the dots between different threats in different corners of the internet

DISRUPTIONS & TAKEDOWNS

Holistically disrupt and takedown operations

And when those three pillars come together, that's when the magic happens. Fraudulent operations big and small are disrupted, protecting all of our customers.

THIS IS HOW WE WIN.
AND WHEN WE WIN, YOU WIN.

HUMAN

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