



# 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

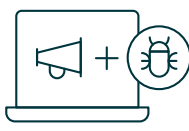


1

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

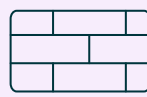
Code executes malicious activity

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



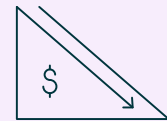
Size of the blocklist can cause latency on pages due to list load

#### 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.**