

Ad Fraud Defense Case Study

Superior Precision and Accuracy Fights Fraud while Growing Revenue Potential

Challenge: Strengthen Fraud Protection

Rise is known for its holistic programmatic offering for publishers, including its proprietary video player and ad-server, and powerful marketplace. To perform fair, transparent, and advertiser-agnostic auctions, acting as an unbiased partner, Rise relies heavily on data and artificial intelligence tools to continuously improve its data-models. Fraud entering those data pools can greatly affect the results while high levels of invalid traffic (IVT) can keep potential clients away from the platform. While providing a basic level of protection, Rise did not believe that their existing fraud protection provider was delivering a strong enough solution. Clients expect full protection against sophisticated bots.

1

Ad Fraud Defense scanned **100% of Rise pre- and post-bid traffic**, totalling more than **50 billion requests each month**.

2

More than **2000 sites scanned across all verticals** including gaming, news, health and more over the year-long partnership.

3

Delivered Rise an **average IVT rate of less than 0.8%** detected across **50 billion requests per month scanned**.

4

Easy integration and onboarding process enabled Rise to quickly move off existing solution and **access HUMAN's greater accuracy and precision right away**.

Solution: Ad Fraud Defense



To attract more clients and protect its precious data, Rise wanted a partner that could provide a more sophisticated and accurate approach to fraud protection. With a unique multilayered detection methodology and industry leading scale, HUMAN's Ad Fraud Defense is the solution to which Rise turned to expand and increase their protection against fraud. Ad Fraud Defense provided a more precise solution to identify IVT with greater accuracy resulting in less fraud on the Rise platform and more good traffic being monetized. The easy onboarding and integration process enabled Rise to access the protection and see results quickly.

"With HUMAN's leading Ad Fraud Defense solution, we feel confident that our partners are fully protected and secured as they grow their audience base."

Tal Shaked,
Chief Business Officer at Rise



50 billion
monthly requests

**Less than
0.8% fraud**
on their platform



Results

Ad Fraud Defense is Rise's insurance policy, there when needed and standing guard when not. With more than **50 billion monthly requests** being scanned by Ad Fraud Defense, Rise enjoys the confidence of having **less than 0.8% fraud on their platform** while working with HUMAN to drive it lower. This increased precision and accuracy enables Rise to monetize more inventory with confidence to grow its business. HUMAN provides Rise with the seal of approval and premium protection from fraud that is important to their clients.

About HUMAN

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We ensure that every digital interaction, transaction, and connection is authentic, secure, and human. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information, visit www.humansecurity.com