Malvertising Defense Case Study

# Top 5 Re-establishes Trust With Visitors After Malvertising Hijacked User Experiences

Top 5 is a leading review site. As a sizable digital publisher, the company provides consumer insights in the form of slideshows, comparisons, and ratings, and site traffic is monetized through the use of digital ads. The company's revenue is directly connected to traffic volume and visitor behavior on the site.

## Challenge

What tipped Top 5 off to its malvertising problem were troubling numbers for many key metrics. Unexpected revenue and traffic slumps were connected not only to a specific date and time but to specific positions within the site. When no technical issues or malware could be found, it became apparent these issues were caused by intrusive ads that were redirecting users.

"Within hours, we were ahead of what was causing our issues. I do that on the front and backdoor of every website. Why would I not be doing it on every ad tag or revenue earning opportunity within the system?"

— Doug Jones, CTO of Top 5

# Solution: Malvertising Defense

Top 5 implemented Malvertising Defense, which uses behavioral analysis to eliminate malicious ad redirects while ensuring publishers still retain ad revenue. Unlike traditional malvertising solutions that prevent or intercept bad ads before bad actors pay for their ad impressions, Malvertising Defense stops third-party code on the client side and in real time. This means:

### NO REDUCTION IN AD REVENUE

Malvertising Defense stops malicious ad behavior, while still allowing the ad creative to render Malvertisers still have to pay for impressions, so both ad revenue and UX remain intact.

### NO MAINTENANCE

Malvertising Defense integrates into any stack within minutes, and blocks malicious ads more effectively than other solutions, with no manual intervention required.

### FUTURE PROOF PROTECTION

Unlike blocklisting solutions, Malvertising Defense's behavioral analysis keeps publishers protected even as new threats enter the ecosystem.

# Results

Top 5 deployed Malvertising Defense quickly and easily via a simple line of javascript on its site. Once up and running, HUMAN immediately put a stop to malvertising and ad redirects. Now, the team at Top 5 doesn't give a second thought to malvertising, and it has become a non-issue for their site.

If user complaints ever arise, the Top 5 team checks the dashboard retroactively for disruptions, but the system doesn't require any regular monitoring. Malvertising Defense prevents malvertising in real time, shoring up site security and protecting the user experience.

# 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*