

Advertising Protection Case Study

Kargo Turns to HUMAN for Comprehensive Solution to Protect Premium Marketplace from Fraud and Malvertising

Challenge: Deliver Premium Marketplace Without Adding Unneeded Overhead Drain

Kargo is a leading programmatic Supply Side Platform (SSP) that maximizes monetization for publishers and creates bespoke creative experiences for advertisers. Delivering, premium, brand-safe ad supply at scale is a cornerstone to this offering. From desktop to mobile to Connected TV (CTV), Kargo is very selective in adding supply sources to enter its marketplace. Kargo is determined to keep its supply one of the cleanest in the industry as it grows its inventory sources and channels.

1

Kargo safely **integrated with an additional 43 publishers and streaming partners** across the Open Web & CTV in the past year.

2

Kargo's already low overall IVT continued to decline despite **volume of traffic observed by HUMAN rising 62.7%**.

3

Combining IVT and Malvertising protection under HUMAN, streamlines intelligence to drive quicker action against threats and smoother adjustments for business goals.

4

Kargo's partnership with HUMAN demonstrates its commitment to maintaining **one of the most premium marketplaces in the industry** even through growth and expansion.

Solution:

HUMAN's Advertising Protection

Manually vetting each publisher before including them within the platform is what enables Kargo to strictly control the quality of their supply sources. However, that's only part of the battle against today's emerging threats. HUMAN's Advertising Protection, a suite of purpose-built solutions designed to protect digital advertising, offered Kargo the additional protection needed. With HUMAN, Kargo has a single partner to deliver protection against today's most emerging ad fraud and malvertising threats, ensuring that threats can be addressed quickly without having to connect multiple vendors.

"Partnering with HUMAN has streamlined our operations by consolidating our efforts under one trusted entity. Rather than managing multiple vendors and coordinating across various touchpoints, we now have a single, reliable partner that enhances efficiency and simplifies execution. More importantly, HUMAN has played a crucial role in maintaining a clean, brand-safe marketplace for our advertisers, ensuring trust and integrity across our platform."

Kyle Green,
VP of Marketplace strategy, Kargo

Results

With HUMAN streamlining the fight against both malvertising and IVT, Kargo is able to focus its efforts on creating bespoke creative experiences for clients and expanding into new channels, not on fighting fraud. In the last twelve months, Kargo integrated with an additional 43 publishers and streaming partners across the Open Web & CTV, growing its volume tracked by HUMAN by 62.7%. Despite this, Kargo's already low overall IVT continued to decline.

Easily combining the intelligence and findings from one area with the other, enables quicker action against threats and smoother adjustments for business goals. Kargo is able to consistently deliver cleaner inventory, despite any industry-wide attacks or flare ups, supporting its claim as one of the most premium marketplaces in the industry. The result? More premium, higher valued, bespoke creative solutions that drive more yield for publishers across web, CTV and social media.

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