

Ad Fraud Defense Case Study

Kargo Leans into HUMAN's Industry-leading Reputation to Keep Fraud out of its Premium Marketplace

Challenge:
Grow Premium Marketplace with Confidence it's free of Sophisticated Invalid Traffic

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 of 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

Overall **IVT dropped** for Kargo during the past 12 months, even though the volume of its **traffic observed by HUMAN rose 62.7%**.

3

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 Ad Fraud Defense

Delivering one of the most premium marketplaces in the ad industry requires significant hands-on effort vetting partners. While Kargo manually vets each publisher before connecting their supply to the Kargo marketplace, the threat of invalid traffic is not static. Fraudsters are constantly looking for new ways to interject themselves into the programmatic industry. To assist with the daunting task and ensure their inventory remained free of invalid traffic, Kargo turned to the trusted experience of HUMAN's Ad Fraud Defense.

"At Kargo, maintaining one of the world's most premium supply footprints is a top priority so we partnered with HUMAN as the leader in protecting digital advertising from fraud and abuse. Our investment in HUMAN reflects our commitment to upholding the highest industry standards, ensuring a trusted and authoritative marketplace that delivers exceptional value."

Max Dowaliby,
Head of Product, Kargo

Results

Implementing HUMAN's industry leading IVT protection solution, Ad Fraud Defense, allows Kargo to grow its leading publisher marketplace without fear of fraud. Kargo can turn its focus on expansion into new channels and creating bespoke creative experiences for clients while HUMAN protects against sophisticated invalid traffic. Over the past year, Kargo safely integrated with an additional 43 publishers and streaming partners across the Open Web

and CTV, growing its volume tracked by HUMAN by 62.7%. **With HUMAN, Kargo is able to consistently deliver more premium, higher valued, bespoke creative solutions that drive more yield for publishers across web, CTV and social media inventory.** This partnership with HUMAN demonstrates its commitment to maintaining one of the most premium marketplaces in the industry even through growth and expansion.

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