



# TripleLift Leverages HUMANs Ad Fraud Defense Solution To Drive Expansion into CTV

## CHALLENGE:

### Maintain Exchange Quality Throughout Expansion

TripleLift is the advertising technology company reinventing ad placements at the intersection of creative, media, and data. With 54 billion transactions flowing through its marketplace daily, and over 1 trillion transactions a month, the company is growing rapidly. Among its largest areas of growth has been Connected Television (CTV). But as with any growth – especially growth coupled with high CPM rates – bad actors tend to follow. TripleLift and their buyers need assurance that their marketplace transactions, especially in the growing CTV space, are protected.

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Ad Fraud Defense's protection empowered TripleLift to confidently expand with **30 new inventory partners**.

2

HUMAN safeguarded TripleLift's roughly **90 billion** CTV yearly bid requests.

3

TripleLift's valid in-app inventory average remained constant at **99.6%**.

**"On a daily basis, we have Ad Fraud Defense reports that allow us to identify, investigate and counteract each instance of fraud that is caught."**

Director of CTV Partnerships at TripleLift

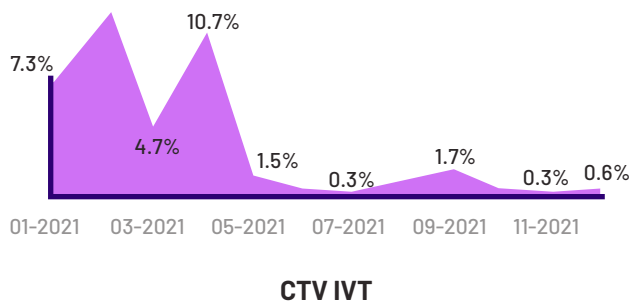
## SOLUTION:

# Ad Fraud Defense

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To ensure its fast-growing CTV business remained free of fraud, TripleLift sought out a partner with the expertise and scale to keep up with emerging threats. HUMAN's Ad Fraud Defense was a natural choice given its unique multilayered detection methodology and unmatched scale. Ad Fraud Defense leverages more than 20 trillion interactions per week and HUMAN's 12+ years of experience to provide the most accurate protection from sophisticated bots.

With Ad Fraud Defense, TripleLift can detect and mitigate sophisticated bot activity to stop bad actors from harming the reputation of publishers and stealing digital advertising spend from advertisers. Ad Fraud Defense analyzes each ad request before a bid is sent to a Demand-Side Platform (DSP) and enables TripleLift to quickly act to stop the bid whenever a bot is identified.



## RESULTS:

# Confidence and Security across Emerging Channels

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Ad Fraud Defense protection helped TripleLift to expand its direct partnerships with publishers, adding over 30 new partners, including streaming services, networks, lifestyle channels, and more - giving advertisers the additional confidence to buy. HUMAN helped safeguard TripleLift's more than 90 billion CTV bid requests last year, keeping TripleLift's valid in-app inventory average at 99.6%. It's especially important to provide security as advertisers explore TripleLift's first-to-market In-Show creative solutions, as new marketplaces can attract nefarious actors. Identifying, stopping, and preventing third parties from interfering, provides the assurance needed as buyers look for new ways to innovate. TripleLift continues to utilize Ad Fraud Defense to expand into safe inventory partnerships across all of its solutions without compromising on safety and fraud.

## About HUMAN

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform.