RiskIQ Ad Quality Solutions

COMBAT THE GROWING THREAT OF MALVERTISING WITH RISKIQ

The recent explosion of programmatic and self-serve demand models in the online display ad marketplace has created a lucrative and highly targeted malware distribution vehicle for adversaries. It's no surprise the Online Trust Alliance (OTA) estimated that malvertising compromised nearly 100 billion ad impressions by 2015.

RiskIQ's Ad Quality solution provides the real-time visibility and forensic information that enables you to detect and respond to malicious ads in the wild, as well as address non-compliant ads, like those with auto-playing audio, to restore trust with your customers and partners.

DETECT EXISTING AND EMERGING DIGITAL THREATS AND STOP MALVERTISING IN ITS TRACKS

RiskIQ enables advertising and ad technology teams to take immediate action to identify and remove malicious malvertisement hosts and advertisers from your network or publisher website and minimize the threat to your end users.

Our cloud-based service intelligently and continuously scans billions of pages and tens of millions of mobile apps per day to track advertisements as they move through the ad supply chain.

WHO SHOULD USE RISKIQ'S DIGITAL ADVERTISING SECURITY SOLUTION?

Ad Platforms

Avoid loss of business and trust from web publishers and mitigate lower liability risks from downstream publishers or their users.

Ad Operations Teams

Gain real-time incident alerts that provide complete data trails to allow them to take action on illegitimate ads.

Publishers

Receive early warning detection of malvertisements to reduce brand and reputation erosion.

MALVERTISING: *Diving into the Data*

- According to the IAB, fraudulent impressions, infringed content, and malvertising costs the U.S. digital marketing, advertising, and media industry **$8.2 billion** annually.
- Blocked ads cost publishers **$781 million** in lost advertising in 2015.
- Ad blocking results in a loss of **$75 billion** in funding for quality journalism, information, and entertainment.

WITH RISKIQ, YOU HAVE THE POWER TO:

- **View** new demand sources and prevent malware within their ad infrastructure with RiskIQ's curated blacklist of malicious ads from across the internet.
- **Deactivate** infected ads in real time via forensic evidence sent by RiskIQ as soon as we detect them.
- **Analyze** incidents with the transparency and forensic information provided by RiskIQ.
- **Prevent** bad ads during onboarding via RiskIQ's predictive, internet-scale data sets, such as WHOIS, DNS, SSL, Trackers, Domain Reputation, Host Reputation, URL Reputation, and Ad Reputation.
- **Dive** into the entire ad redirect chain and creative sources, which indicate which part of the ad-serving process was compromised and identify the entity responsible for full investigation and remediation of the problem.

Outbrain

OUTSMARTING MALVERTISING

Malvertising Protection: Outbrain is a marketing platform that is trusted by their partners and end-users. As such, they are responsible for staying ahead of any potential risk, and act on their behalf.

Solution: Outbrain turned to RiskIQ for help in identifying publisher landing pages that were out of compliance with its terms of service, and for its advanced monitoring and detection techniques. Outbrain draws on RiskIQ's robust API that enables customers to submit ad tags and pages for scanning malware, drive-by-download exploits, user-initiated malware downloads, and phishing sites.

> *"RiskIQ continuously monitors our landing pages for malware and other malicious threats to ensure our customers are safely interacting with our content. Our partnership with RiskIQ is a win for us, a strategic advantage for our publisher customers, and a no-brainer for the quality of experience and safety of our consumers."*

Yossi Amara, Vice President of Information Security & IT at Outbrain

RESULTS

RiskIQ's ability to monitor the internet at scale has given Outbrain the necessary intelligence to take action against those responsible for any infected pages in its network. Additionally, RiskIQ's reporting feature, which provides documentation and specific details about out-of-compliance landing pages, enables Outbrain to help its publishers understand why landing pages have been temporarily removed from the network.

www.riskiq.com | info@riskiq.com | +1.888.415.4447