WHITE OPS CTV FRAUD DEFENSE

CTV has become a premium space for marketers, but in order for it to remain premium, it must be free of fraud. Our mission at White Ops is to protect the Internet by verifying the humanity of every online interaction across all digital environments. White Ops ensures integrity in the CTV advertising ecosystem by combining CTV-specific threat research with our multilayered detection approach to detect and prevent fraud in real time.

Today's ad fraud threats on CTV platforms that are similar to those found on mobile devices. These include:

* **device spoofing:** fake devices that masquerade as legitimate to request ads and impressions. These can be spotted as fake IDs as belonging to IP addresses that don't belong to CTV devices, making it clear that impressions are being delivered to something other than what the advertiser intends to send them to.
* **app spoofing:** a fraudulent app spoofing itself by sending a different bundle ID than its own. This often means that an ad is delivered to a different app than the one the advertiser intends to send it to.
* **device farms:** groups of devices that generate fraudulent activity.
* **hidden ads:** apps on CTV platforms that ask for (and receive) permission to run in the background or when inactive and display ads that the user can't even physically see.
* **incentivized ads:** ads that offer something to the user that the publisher wasn't made aware of in advance.

Benefits

PUBLISHERS

Offer clean, premium inventory to advertisers at higher CPMs
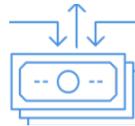
AD TECH PLATFORMS

Maintain high CPMs and reduce clawbacks

BRANDS
Increase ROI of CTV advertising spend by working with reputable publishers

The White Ops Approach to CTV Fraud Defense

A lack of industry standards on devices, apps, and ads require innovative detection approaches to identify fraud on CTV platforms. In addition to our multilayered detection approach, White Ops has dedicated threat intelligence capabilities for CTV, with specialties in threat hunting, malware reverse engineering, and threat modeling. The findings of our threat intelligence and research team help to create CTV-specific algorithms that identify fraudulent activity, utilizing Network, OS and Business level signals. Today, we observe 100 Billion bid opportunities on CTV platforms each month across 15 different platforms.

About Us

White Ops is a cybersecurity company that protects the Internet from malicious bot activity. Our global SaaS offering determines the validity of over 100B transactions per day on behalf of over 200 customers. Our proactive adaptation, Internet-scale, and multilayered methodology have made us the platform of choice for some of the largest and most forward-thinking platforms and brands. For more information, visit www.whiteops.com.