



White Ops<sup>®</sup>

**White Ops discovers 11% rate  
of non-human traffic missed  
by conventional solution**

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## **SUMMARY:**

- A CPG advertiser enlisted White Ops' help to discreetly investigate the efficacy of another detection provider.
- It turned out that an alarming 11% rate of non-human traffic was being considered "legitimate" by the conventional detection provider.

## **THE CHALLENGE:**

### **An unexpectedly fraudulent campaign**

In 2015, one of the world's largest CPG brands enlisted the help of a fraud detection company to protect its advertising budget from cybercriminals. The advertiser felt assuredly protected, watching rates of fraud drop after initial implementation.

After some time, however, the CPG advertiser began noticing strange bot-like behaviors on its websites and landing pages. The advertiser raised these concerns with the detection provider and was assured the traffic was human. Unconvinced, the advertiser enlisted White Ops for an independent audit to look into these reports.

## **THE SOLUTION:**

### **Watch out for audience extension sites**

Sure enough, White Ops Human Verification discovered an 11% SIVT rate among the traffic that was verified as human by the original provider.

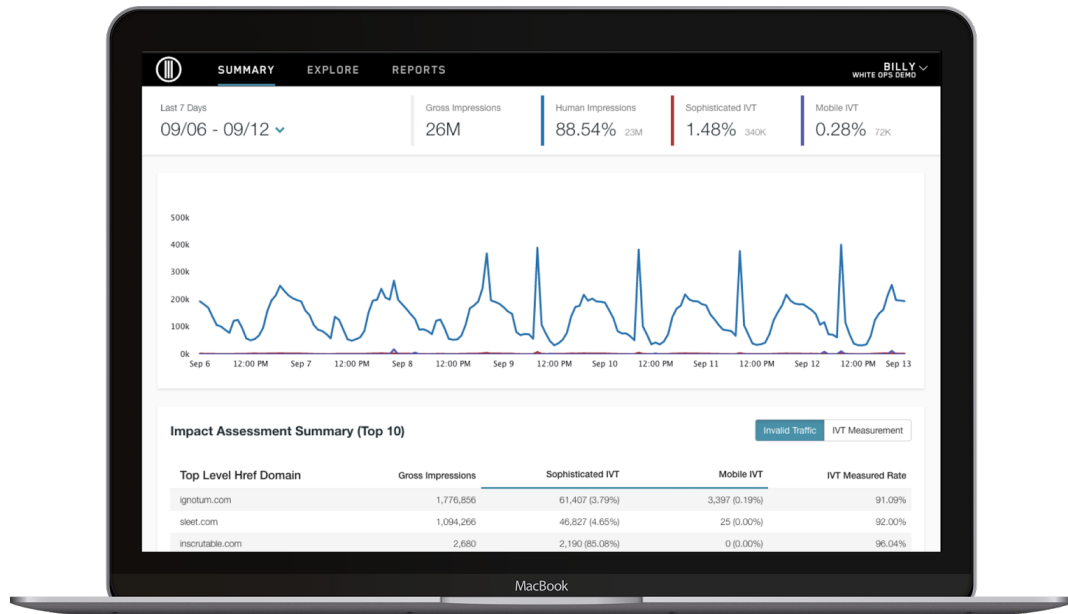
This is the challenge in the market today: many detection technologies worked well a few years ago, but are failing today as cybercriminals evolve. Unless detection companies operate at a competing pace, cybercriminals will continue to commit crimes with impunity.

White Ops is always developing and refining its detection technology to ensure that it is capturing the latest, most sophisticated bots. With a vantage point of 5 trillion transactions each month, the company is able to observe a wide range of bot tactics and incorporate learnings. The CPG company paired White Ops Human Verification with a thorough blacklisting strategy to successfully reduce its fraud rates by 35% within just two weeks. In two months, rates were down 65%. Since then, the fraud rates have remained safely below 1.5%.

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# WHITE OPS FRAUDSENSOR

FraudSensor provides scalable bot detection and reporting to give you unprecedented visibility into the sources of fraud.



## Gain visibility

Get insight into the scale and source of your bot problem to find the cybercriminals that hide in plain sight.



## Detect & respond

Simply knowing you have a bot problem isn't enough. Ensure you use your data to prevent fraud in the future.



## Streamline workflows

Automate reporting and share data with approved parties to help save time and improve your fraud fighting efforts.

