

A man with a beard and bald head, wearing a dark blue button-down shirt, stands on a modern staircase with a wooden handrail. He is looking down at a smartphone in his hands. The background shows the architectural details of the staircase and building. Several thin white circles are overlaid on the right side of the image, partially framing the man.

adform

# The State of Fraud

Wie Werbung durch Vertrauen, Transparenz und technische Infrastruktur sicherer wird.

Andreas Sierts, Senior Director, AI & Analytics



## Andreas Sierts

### Senior Director, AI & Analytics

Making sure that Algorithms and BI in Adform helps Clients to be more successful.

- **15 years** of Digital Advertising Experience
- Trained **Computer Scientist**
- Trying to make the Complexity of Digital Advertising a bit Simpler for Everyone









TRUST?

TRANSPARENCY?

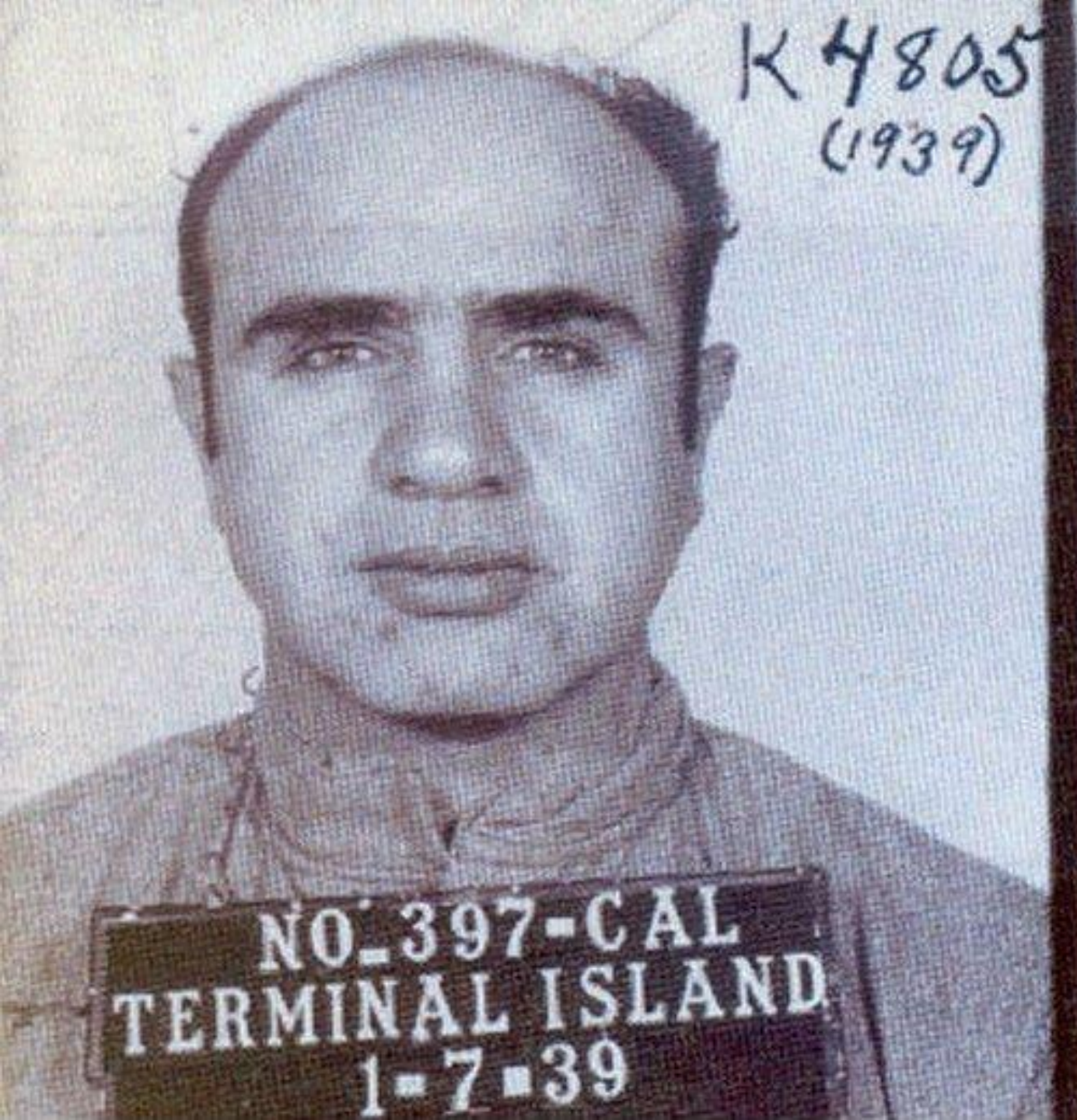
The background is a solid dark blue color. On the right side, there are several overlapping circles of varying sizes, drawn with thin, light blue lines. These circles are partially cut off by the edge of the frame.

ONE YEAR LATER

-

What happened with Hyphebot?





REMINDER

The **MOBSTERS** have gone digital...



**1.5 billion**

fraudulent bid  
requests / day

**\$1.2 million**

maximum media  
wastage / day

adform

REMINDER

**34.000**

domains have  
been affected

**500 million**

IPs have  
been identified



REMINDER

#ENKELTRICK



# 3ve

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Methbot

Kovter Botnet

Boaxxe Botnet

Hyphbot





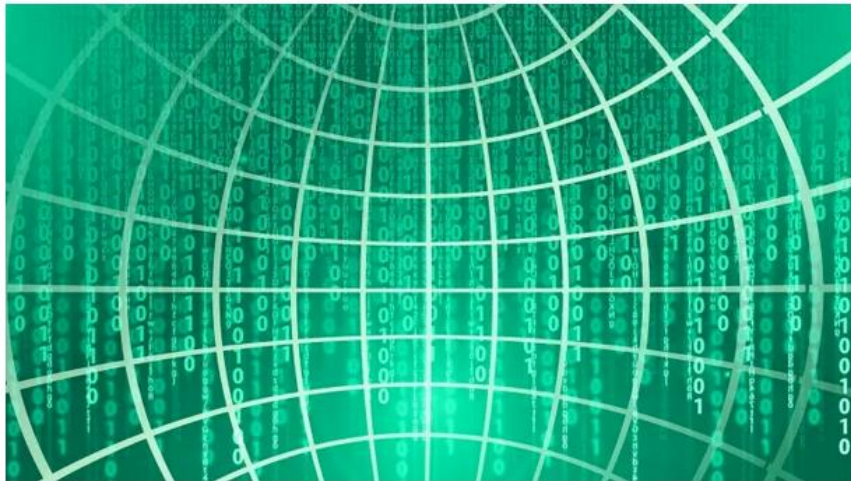
heise online > News > 11/2018 > Botnetz hochgenommen: 3ve fakte täglich bis zu 12 Milliarden...

28.11.2018 14:06 Uhr

## Botnetz hochgenommen: 3ve fakte täglich bis zu 12 Milliarden Werbe-Klicks

Die Drahtzieher hinter dem Botnetz 3ve haben Klickbetrug im großen Stil betrieben. Nun haben unter anderem US-Ermittler das Netz zerschlagen.

Von Dennis Schirmacher

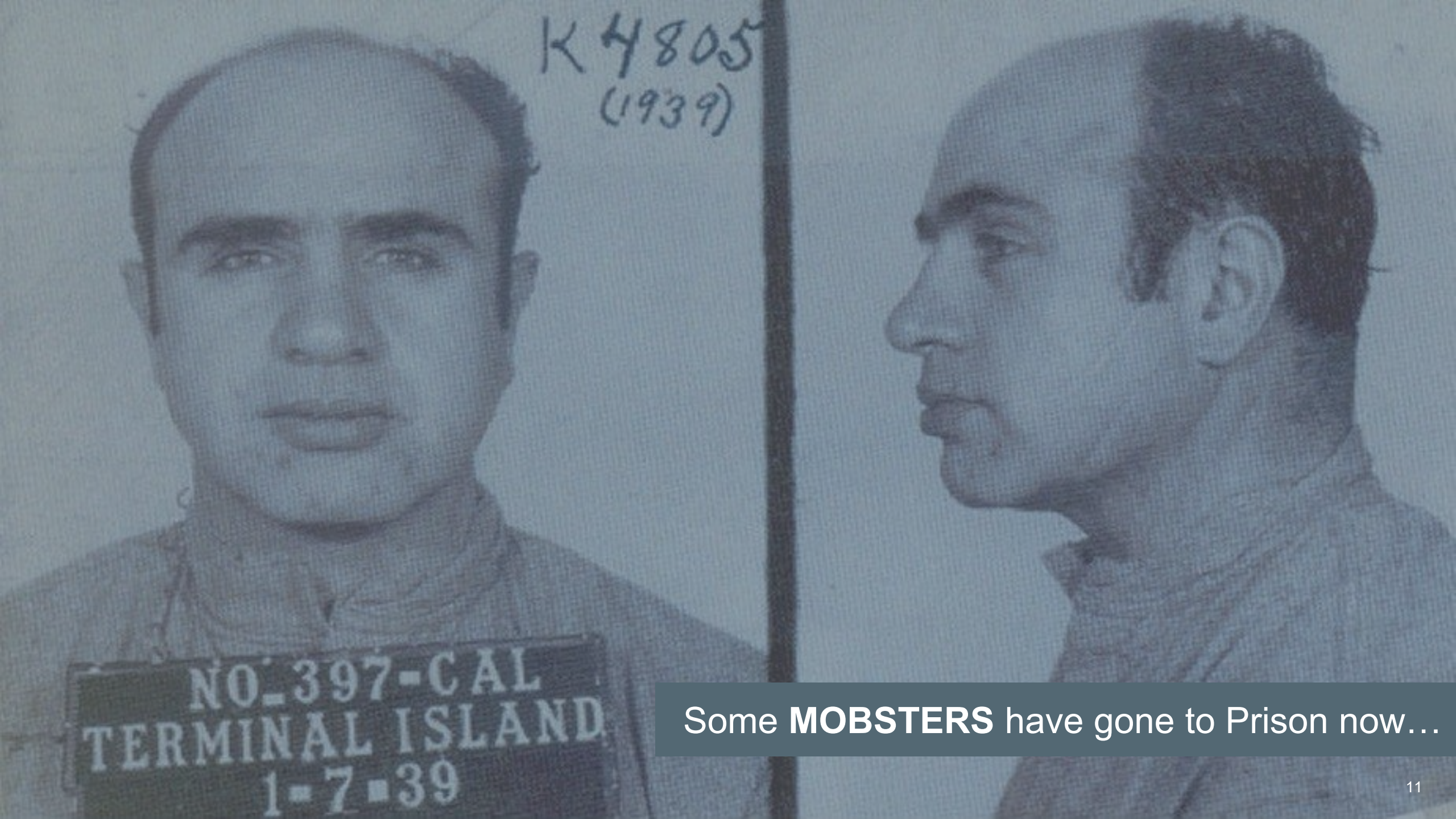


(Bild: geralt)

In seiner Hochzeit soll das Botnetz 3ve aus 1,7 Millionen Geräten bestanden haben, die die Hintermänner für Klickbetrug missbrauchten. Das resultierte täglich in drei bis zwölf Millionen gefakten Klicks auf Werbeanzeigen. Die







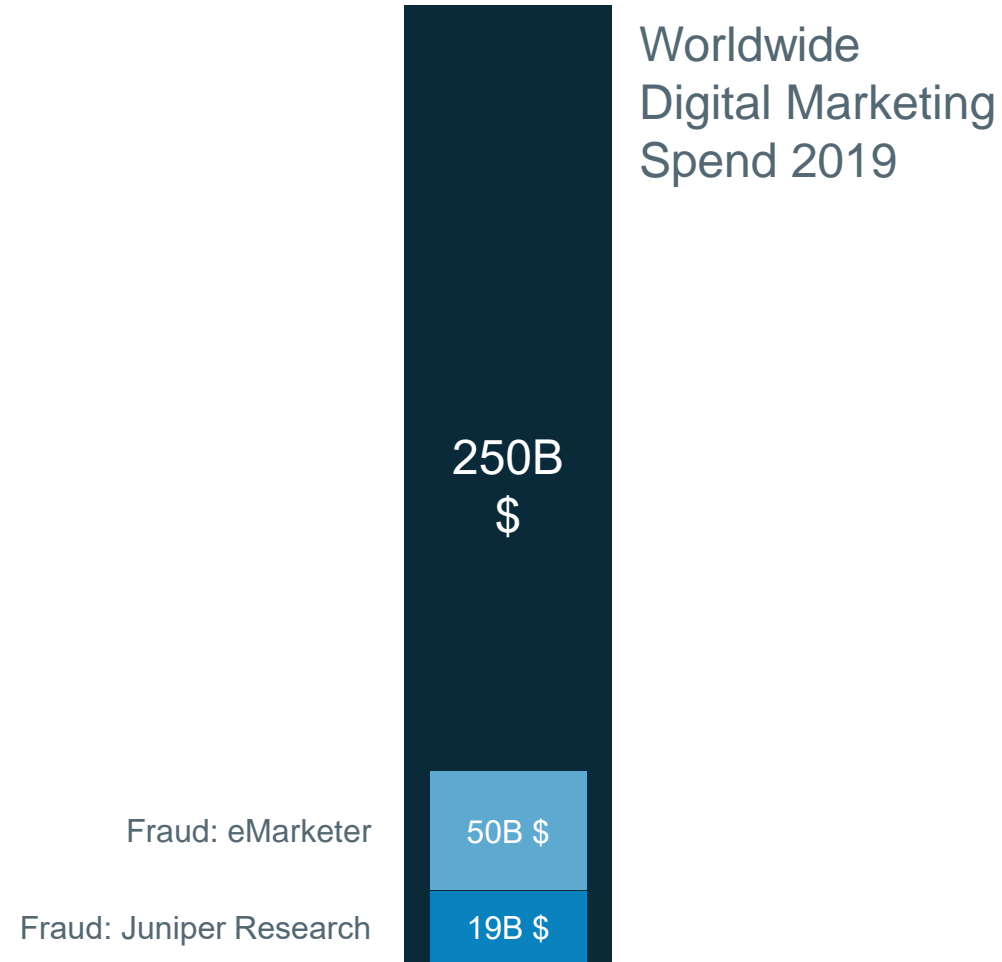
Some **MOBSTERS** have gone to Prison now...



# State of Ad-Fraud 2019



# Fraud Impact on Digital Advertising





# Reality Check

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# Cat & Mouse Game: Polyglot Attack

UPDATE





The background is a solid dark blue color. On the right side, there are several overlapping circles of varying sizes, drawn with thin, light blue lines. These circles are partially cut off by the right edge of the frame.

# How could we ALL prevent 3ve

(and other Types of Fraud)



BRING BACK  
THE 90S!!!!!!



# Fraud Techniques

REMINDER

## FAKE DEMAND



Human Traffic  
Impersonation



Invalid Human  
Activity



Hijacking

## FAKE SUPPLY



Domain  
Spoofing



Ad Injection

## FAKE DATA



Measurement  
"Hacking"

3 SIMPLE STEPS

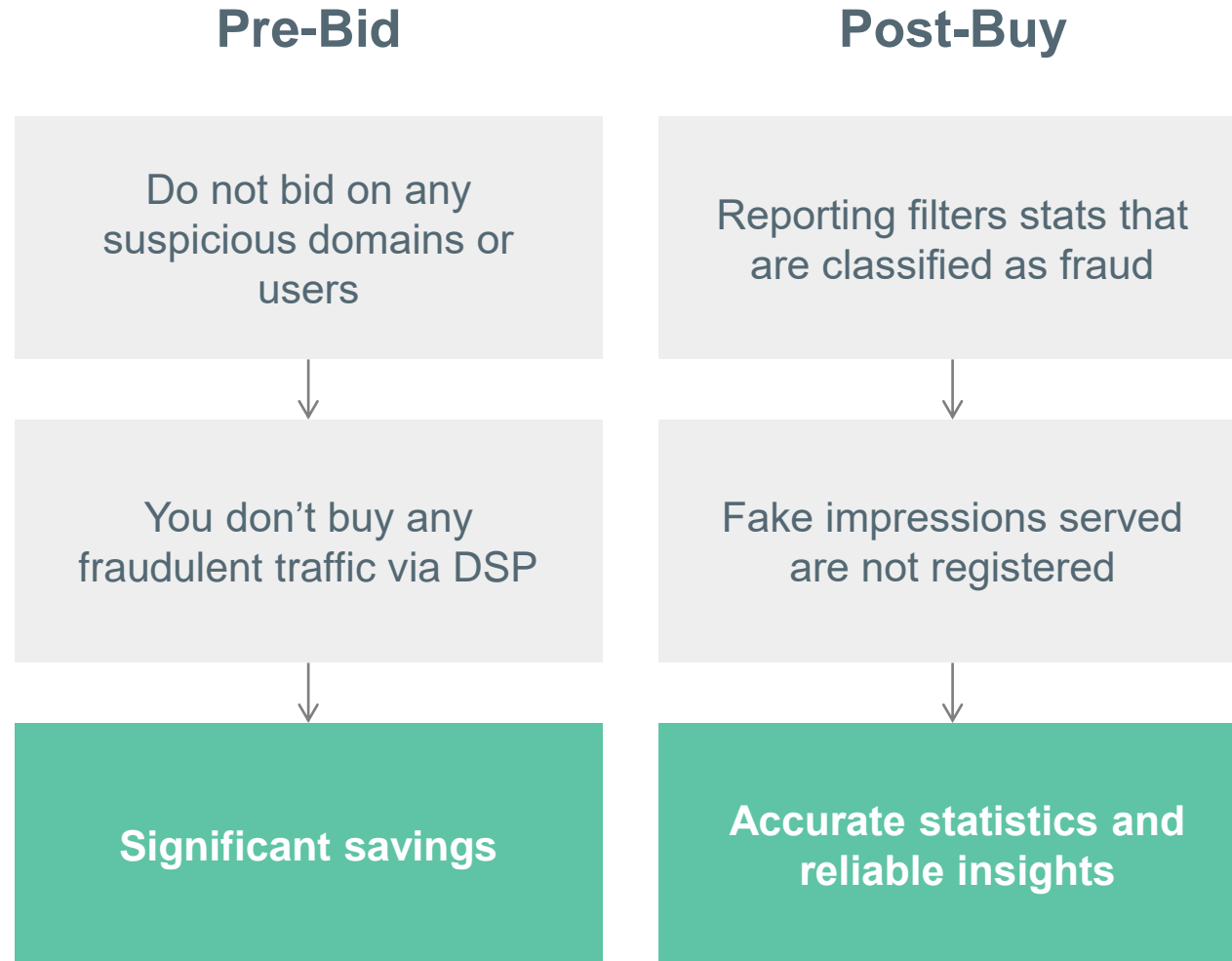




# #1 TECHNOLOGY THAT TAKES CARE

# Fraud Detection

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**Bearskin** is trained on data from the entire Adform stack. This means even if you only use the DSP you're protected by one of the **most robust anti-fraud solutions** in the industry.

## + Partners...

	
	
	
	+ more



# Fraud Techniques

## FAKE DEMAND



Human Traffic  
Impersonation



Invalid Human  
Activity



Hijacking

## FAKE SUPPLY



Domain  
Spoofing



Ad Injection

## FAKE DATA



Measurement  
"Hacking"

The background image shows a large industrial facility, possibly a steel mill or refinery, with complex machinery, pipes, and structural elements. A large, glowing orange heat source is visible in the center-right. A teal rectangular box is overlaid in the middle of the image, containing white text.

# #2 ADOPTING INDSUTRY STANDARDS

#ADSTXT





# Ads.txt Status for 3ve Traffic

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9%

Authorized  
(Direct)

11%

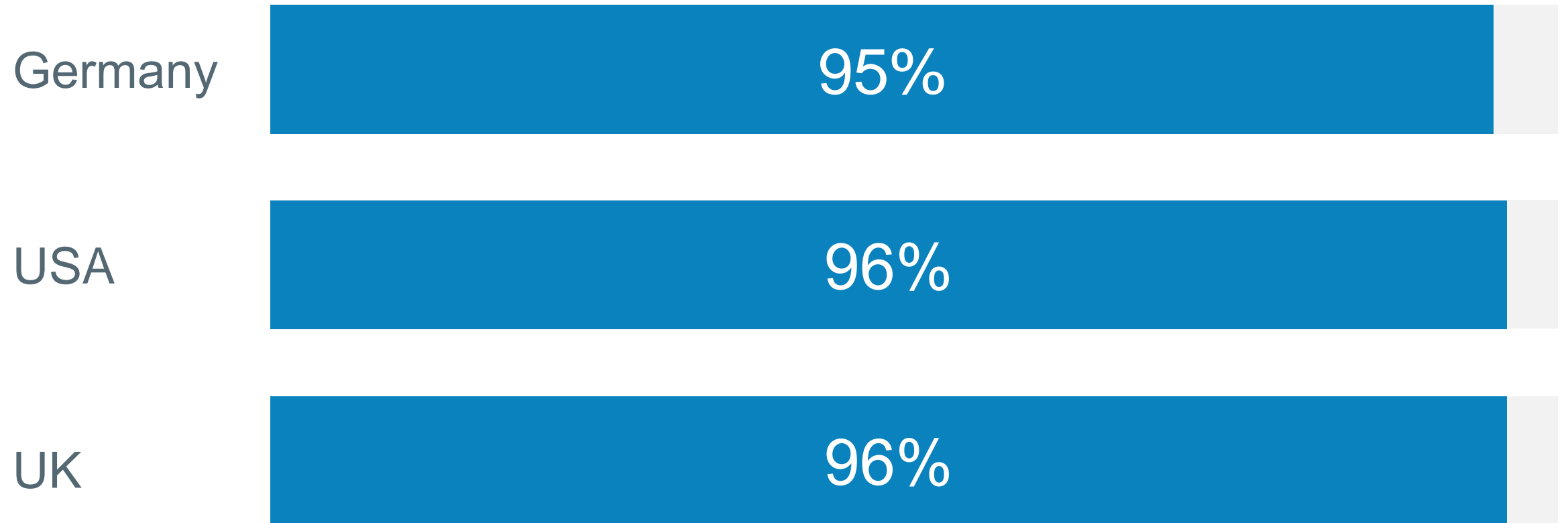
Authorized  
(Indirect)

80%

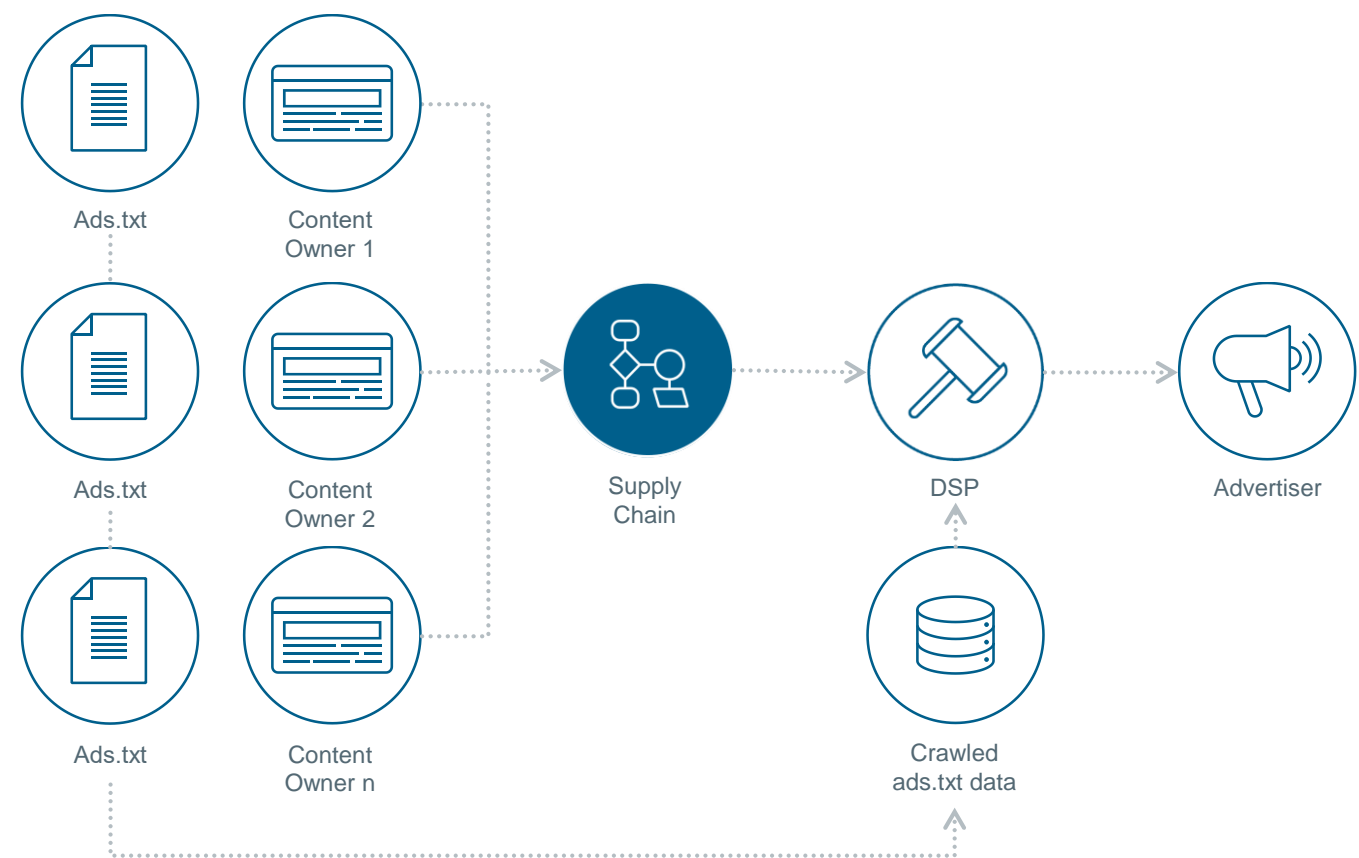
Unauthorized

# Ads.txt Adoption in March 2019 (Top 1000 Domains)

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# Added Transparency and Control with Ads.txt



Source: IAB Tech Lab

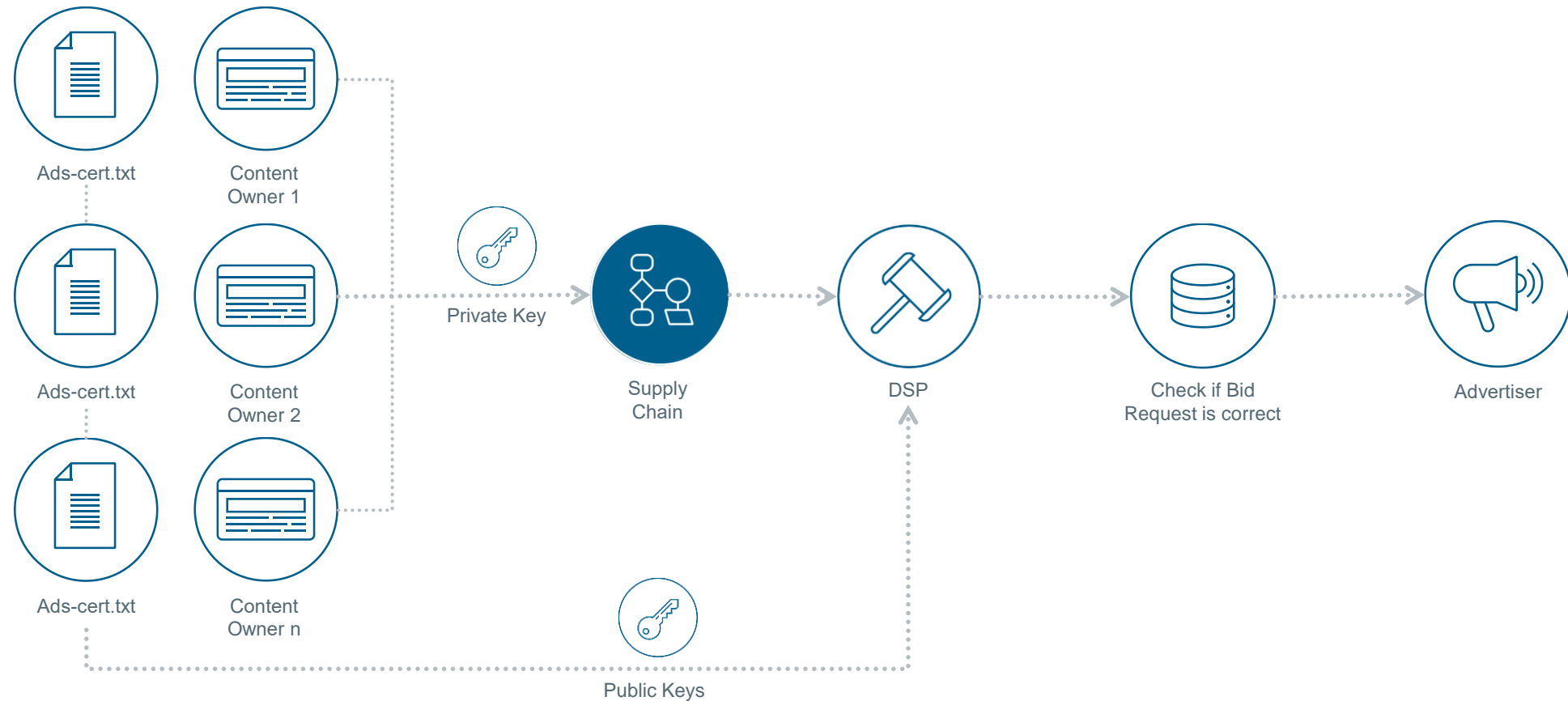


Up Next for Trust & Transparency...

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*Signed bid requests*  
aka ads.cert

# WTH is ads.cert?



# ADS.TXT



Domain  
Spoofing



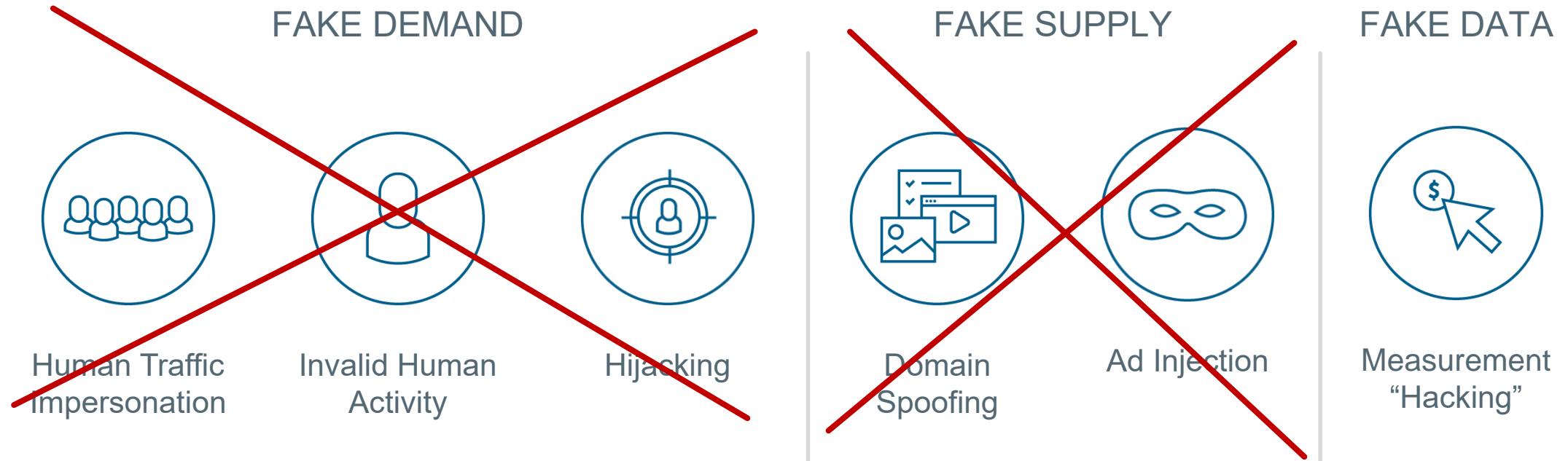
# ADS.CERT



Ad Injection



# Fraud Techniques



A photograph of a woman and a young child sitting on a grey upholstered armchair. The woman is wearing a blue and white striped dress and black Mary Jane shoes. The child is wearing a blue shirt with red sleeves, blue jeans, and blue sneakers. A brown dog with long ears is sitting between them, looking towards the camera. A green rectangular box with white text is overlaid on the middle of the image.

# #3 BEING A RESPONSIBLE ADVERTISER

ONLY

20%

OF ADVERTISERS THINK THEIR  
CAMPAIGNS ARE AFFECTED BY FRAUD





Define KPIs



Measure



Analyze Campaign Data



Take Action

# Define KPIs

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# Measure

---





# Analyze & Take Action

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CONTEXT  
IS KING


55	GEFÄHRLICHE ANGRIFFE	34
18	VERSUCHE GESAMT	14
19	BALLABGABEN INNERHALB DES STRAFRAUMS	11
4	KLÄRUNGSVERSUCHE	20
433	ANGEKOMMENE PÄSSE	483

#### BALLBESITZ



#### TORSCHÜSSE

18	GESAMT	14
13	AUFS TOR	12

 BRA Takt. Aufstellung



\* Die Abbildung zeigt weder geblockte Schüsse noch Versuche außerhalb der gestrichelten Linie.

55	GEFÄHRLICHE ANGRIFFE	34
18	VERSUCHE GESAMT	14
19	BALLABGABEN INNERHALB DES STRAFRAUMS	11
4	KLÄRUNGSVERSUCHE	20
433	ANGEKOMMENE PÄSSE	483

BALLBESITZ

52

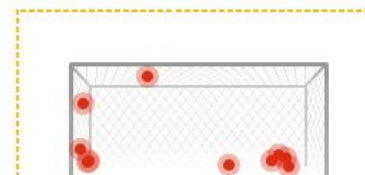


48

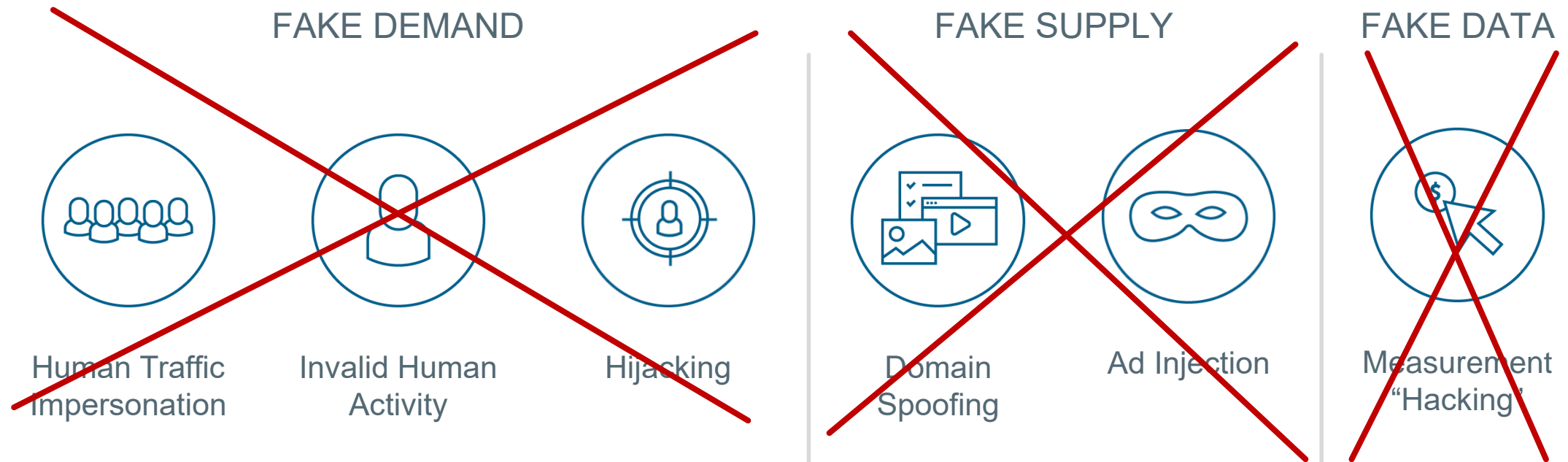
TORSCHÜSSE

18	GESAMT	14
13	AUFS TOR	12
1	Tore	7
5	Geblockt	2
7	Abwehraktionen	3
5	AM TOR VORBEI	2
0	Aluminiumtreffer	0

Takt. Aufstellung  GER



# Fraud Techniques





The background is a solid dark blue color. On the right side, there are several overlapping circles of varying sizes, drawn with thin, light blue lines. These circles are arranged in a way that they appear to be part of a larger geometric pattern or design.

Done!



NOT REALLY... BUT WE ARE GETTING THERE SLOWLY!





adform

*Thank You*

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