



# Media Kit

Malvertising Prevention & Ad Quality Solution



## Why monitor your ads?

Malicious and non-compliant ads negatively impact:

- + Brand reputation
- + Google ranking
- + Partner trust
- + Revenue growth

## What is AdSecure?

We provide constant monitoring and protection of your ad supply chain by automating your ad verification process before ads go live & while they are running.

- + Eliminate malicious ads
- + Detect non-compliant & low quality ads
- + Identify unsafe & offensive ad content
- + Measure ad performance against industry standards



## Who we help?

1

### Publishers

Protecting users from malicious attacks and negative browsing experiences.

2

### Ad Platforms

Automating compliance tasks and assisting teams to drive high quality ad delivery, meet industry standards and be free of malvertising.

3

### Brands

Avoiding placing ads next to inappropriate or irrelevant web content in order to reinforce online brand safety strategy and maintain positive brand image.

## When we help?

1

**Pre-flight  
Verification**

Perform deep analysis of your ad campaigns before they launch.

2

**Active  
Monitoring**

Keep analysing your ad campaigns while they are active.

3

**Real-time  
Blocking**

Perform real-time verifications before displaying the ads.

## User Security

Adware  
Browser Locker  
Drive-by mining  
Malicious URL: Google Webrisk  
Malicious URL: Sucuri  
Malicious URL: Virustotal  
Malware  
Phishing URL: Google Webrisk  
Ransomware  
Scareware  
SSL-non-compliant  
Unwanted Programs: Google Webrisk

## User Experience

Auto-download  
Auto-pop  
Auto-redirect  
Auto-redirect App Store  
Auto-vibrate  
Back button hijack  
JS Alert on entry  
JS Alert on exit  
Landing page error  
Permission: Camera  
Permission: Clipboard  
Permission: Geolocation  
Permission: Microphone  
Permission: Notification  
Uncommon Protocols

## User Advisory

IAB: Ad Dimension  
IAB: Ad file compression  
IAB: Ad request count  
IAB: Ad weight  
Suspicious TLD  
Threat Intelligence  
Unsafe content: Adult  
Unsafe content: Medical  
Unsafe content: Racy  
Unsafe content: Spoof  
Unsafe content: Violence  
Heavy Ad

# Ad Secure

**Our solutions  
& key features:**

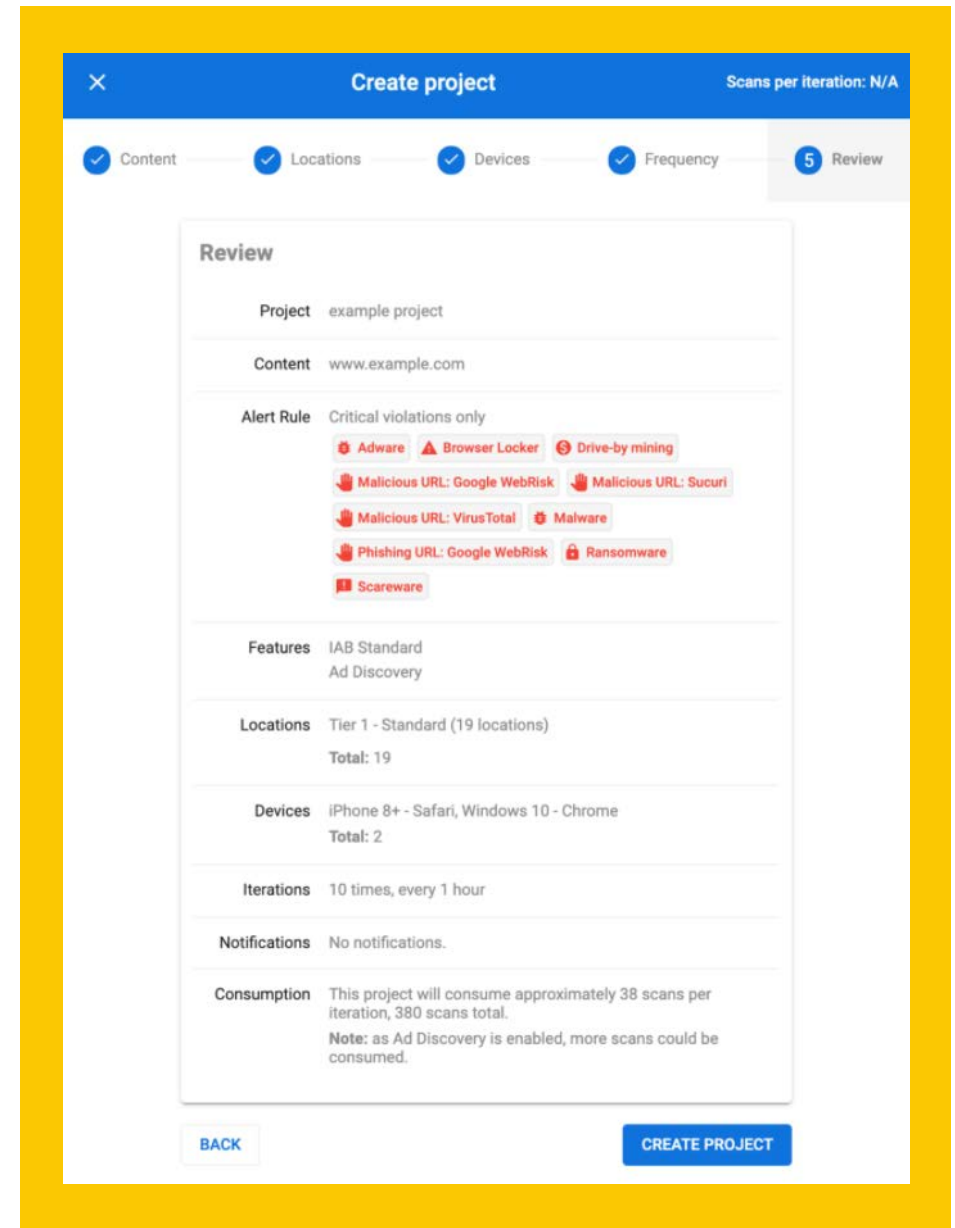
**+Ad Safety**

**+Brand Safety**



# Ad Safety: Active Monitoring

- + After the ad is launched, our crawler allows you to perform detailed analysis while the ad is running.
- + An exhaustive set of devices and locations (residential and mobile IPs) are available to perform those analysis.
- + Detects all digital malvertising threats and obfuscated code hidden deep within redirection chains.
- + Notifies you in real-time of any detection and provides a detailed report.



The screenshot displays the 'Create project' interface, which is a multi-step process. The current step is 'Review', indicated by a blue circle with the number '5'. The previous steps are 'Content', 'Locations', 'Devices', and 'Frequency', each marked with a blue checkmark. The 'Review' section contains the following information:

- Project:** example project
- Content:** www.example.com
- Alert Rule:** Critical violations only
  - Adware
  - Browser Locker
  - Drive-by mining
  - Malicious URL: Google WebRisk
  - Malicious URL: Sucuri
  - Malicious URL: VirusTotal
  - Malware
  - Phishing URL: Google WebRisk
  - Ransomware
  - Scareware
- Features:** IAB Standard, Ad Discovery
- Locations:** Tier 1 - Standard (19 locations), Total: 19
- Devices:** iPhone 8+ - Safari, Windows 10 - Chrome, Total: 2
- Iterations:** 10 times, every 1 hour
- Notifications:** No notifications.
- Consumption:** This project will consume approximately 38 scans per iteration, 380 scans total. **Note:** as Ad Discovery is enabled, more scans could be consumed.

At the bottom of the interface, there are two buttons: 'BACK' and 'CREATE PROJECT'.

# Ad Safety: Real-time Blocking

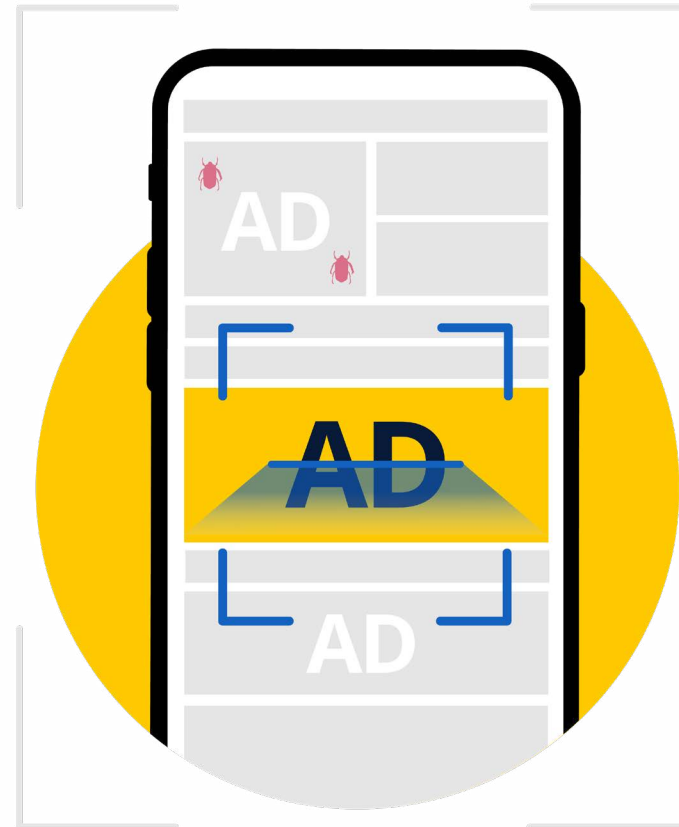
- + A powerful additional line of defense.
- + Scans the ads before they are displayed.
- + Detects and protects against non-compliant behaviours including:
  - Auto redirects
  - JavaScript alerts
  - Web API permissions
  - Cross Frame DOM manipulation
- + Fully compatible with industry standards tech.  
(Google Ads API, PrebidJS, ...)



## Ad Safety: Ad Discovery

Automatic detection and analysis of all ads while they are running.

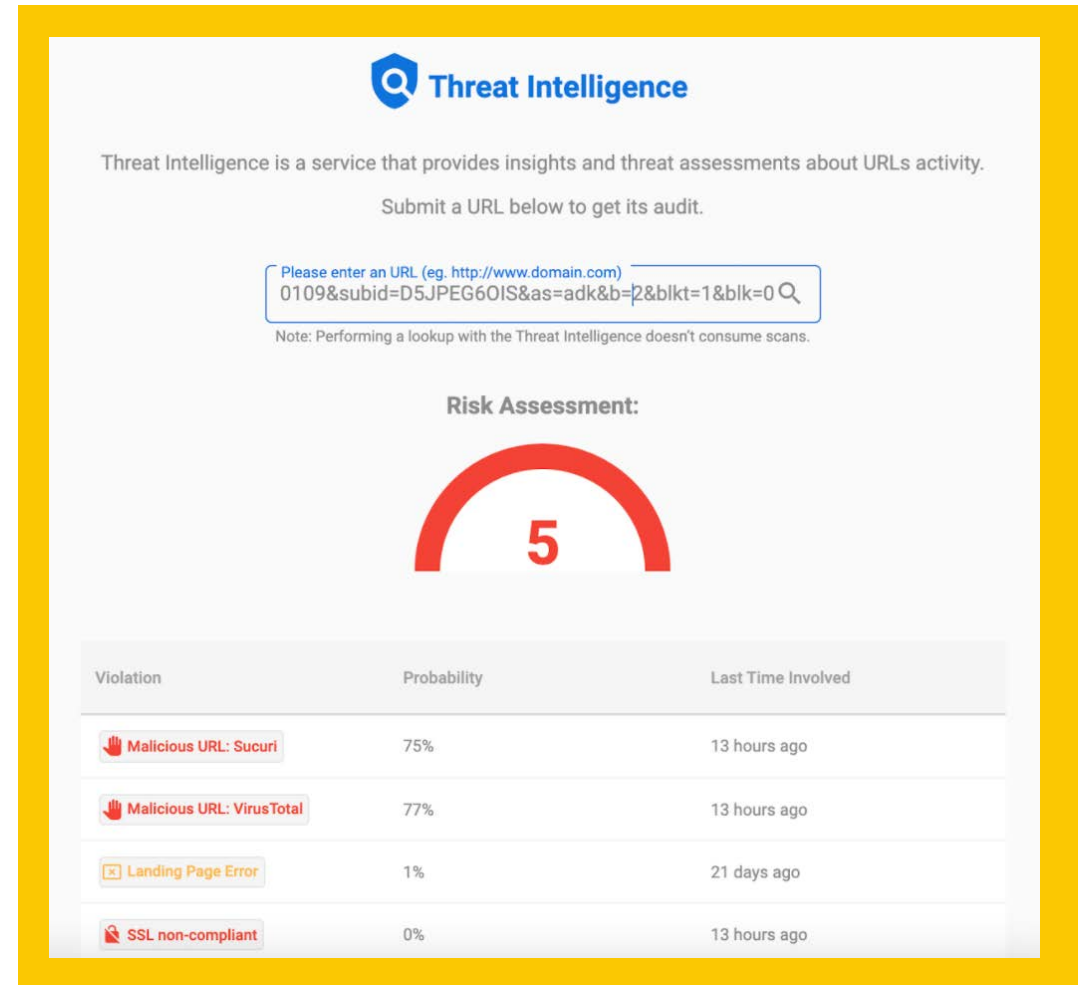
- + Support most of the ad formats (incl. iFrames).
- + Analyses the main site page.
- + Engages with the ad campaign like an end user would.
- + Detects any malicious activity on the campaign's redirects and landing pages.





## Ad Safety: Threat Intelligence

- + Provides an indication on a scale from 0 to 5 of how risky we consider a URL to be.
- + Lists previous violations detected for that URL.
- + Threat Intelligence is an excellent way to perform a pre-flight check and to enhance and optimise your live daily monitoring.



**Threat Intelligence**

Threat Intelligence is a service that provides insights and threat assessments about URLs activity.





Submit a URL below to get its audit.

Please enter an URL (eg. <http://www.domain.com>)

Note: Performing a lookup with the Threat Intelligence doesn't consume scans.

**Risk Assessment:**

**5**

| Violation   | Probability | Last Time Involved |
|---|-------------|--------------------|
|  Malicious URL: Sucuri     | 75%         | 13 hours ago       |
|  Malicious URL: VirusTotal | 77%         | 13 hours ago       |
|  Landing Page Error        | 1%          | 21 days ago        |
|  SSL non-compliant         | 0%          | 13 hours ago       |

# Ad Safety: Content Classification

## Identifies non authorized ads

### + Unsafe Content

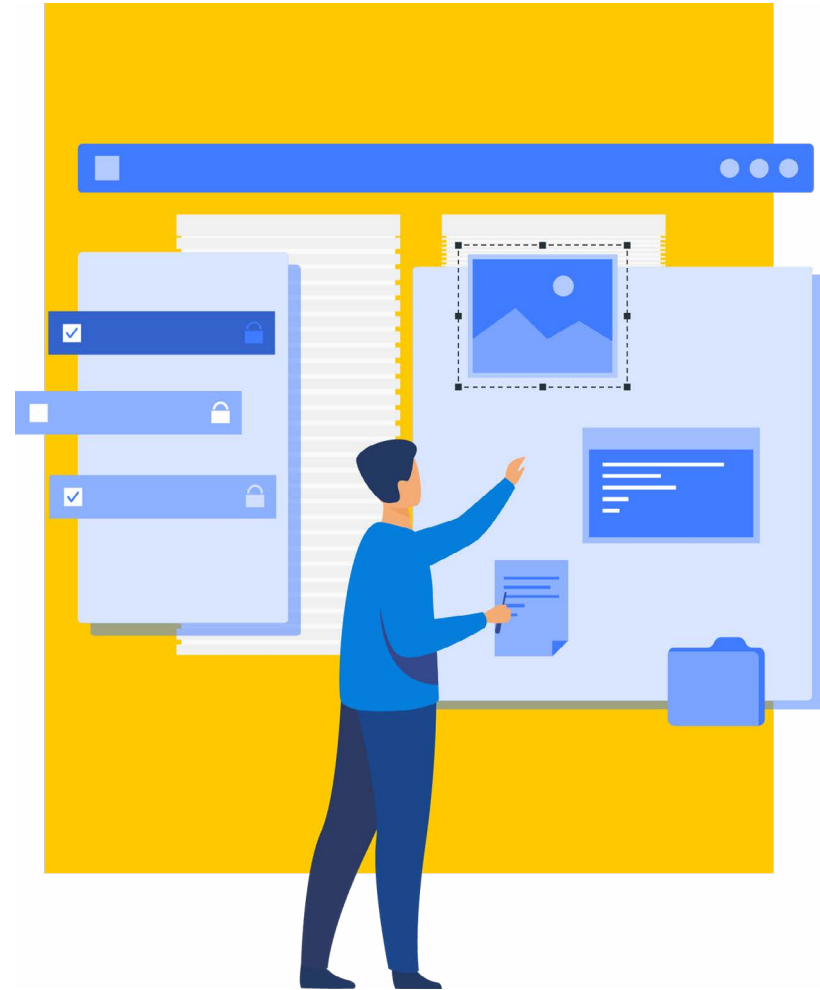
Protect your users and your brand reputation by identifying & eliminating adult/offensive ad images.

### + Ad Labels

Identify keywords for off-brand product placements (e.g. alcohol/tobacco).

### + Logo Detection

Detect logos used by malicious advertisers to trick end users.

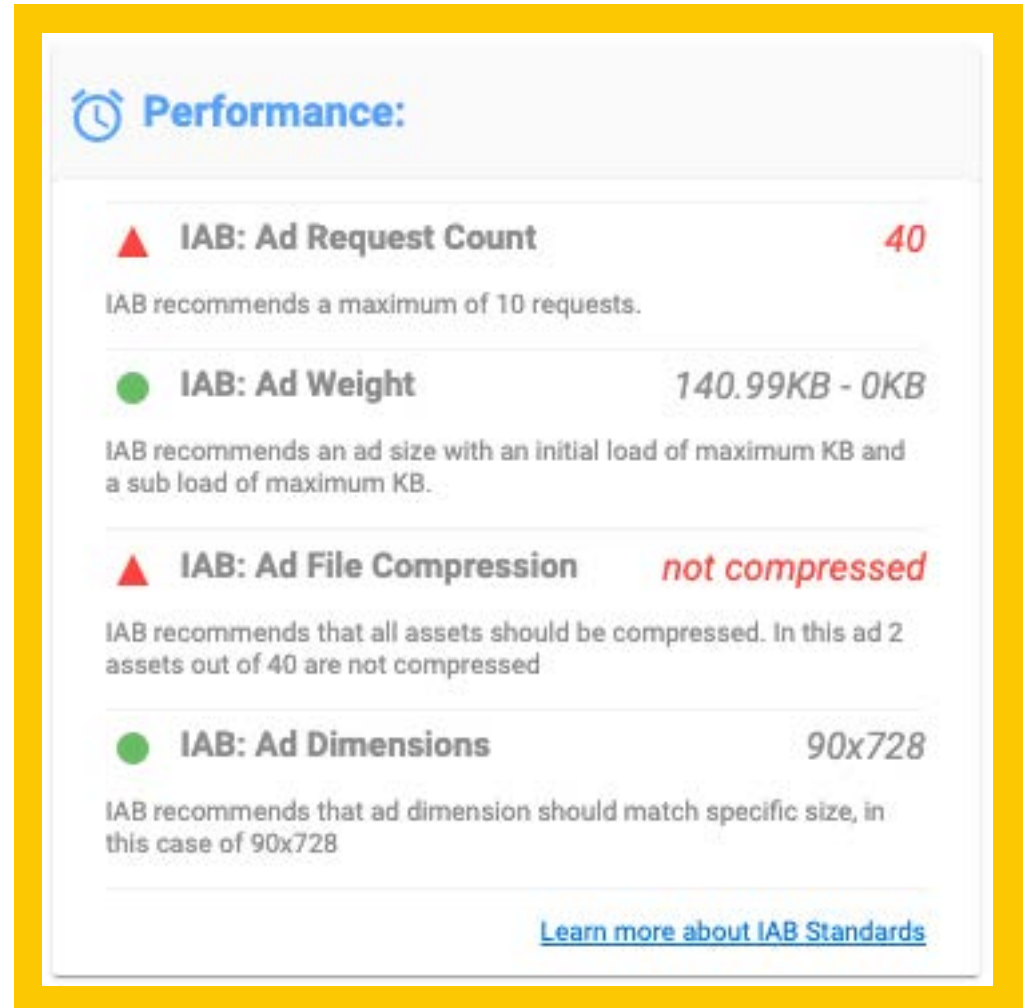




## Ad Safety: IAB Standards Compliance

+ Measure the performance of ads against the Industry IAB standards to stay Google compliant.

- Ad Dimension
- Ad Request Count
- Ad Weight
- Ad File Compression



**Performance:**

- IAB: Ad Request Count** 40  
IAB recommends a maximum of 10 requests.
- IAB: Ad Weight** 140.99KB - 0KB  
IAB recommends an ad size with an initial load of maximum KB and a sub load of maximum KB.
- IAB: Ad File Compression** *not compressed*  
IAB recommends that all assets should be compressed. In this ad 2 assets out of 40 are not compressed.
- IAB: Ad Dimensions** 90x728  
IAB recommends that ad dimension should match specific size, in this case of 90x728

[Learn more about IAB Standards](#)

## Brand Safety

- + Advertise in a safe and compliant environment of high-quality content
- + Avoid placing ads next to inappropriate, unsavory, or irrelevant web content
- + Select a list of pre-defined keywords or define your own keyword lists
- + Support API integration





**What's inside?**



# User Interface

Fast, Intuitive and Easy

The screenshot displays the AD Secure user interface. On the left is a navigation sidebar with options: Dashboard, Notifications Hub, **Analyses** (highlighted), Projects, Alert Rules, Allowlist Rules, and Notifications Settings. Below this is an 'Intelligence' section with Analytics and Threat Intelligence. The main area is titled 'Analyses' and features a 'QUICK ANALYSIS' button in the top right. A dropdown menu is open over the top left of the main area, containing 'Quickstart guide', 'Documentation', and 'Email us'. The main content shows a table of analyses with columns for Status, Name, Violations, Location, Network, Device, and Created At. The table is filtered to show 'ALL' analyses. The 'Violations' column shows 'Malicious-URL:-Sucuri + 2' for most entries. The 'Created At' column shows '8/12/2021, 12:00 PM' for all entries. A pagination bar at the top right indicates 'Items per page: 10' and '1 - 10 / 48'. A date range '8/12/2021 - 8/12/2021' is also visible.

| Status                   | Name            | Violations                | Location | Network | Device | Created At        |
|--------------------------|-----------------|---------------------------|----------|---------|--------|-------------------|
| <input type="checkbox"/> | sample analyses | Malicious-URL:-Sucuri + 2 | USA      | LAN     | Mobile | 8/12/21, 12:00 PM |
| <input type="checkbox"/> | sample analyses | Malicious-URL:-Sucuri + 2 | UK       | LAN     | Mobile | 8/12/21, 12:00 PM |
| <input type="checkbox"/> | sample analyses | Malicious-URL:-Sucuri + 2 | UAE      | LAN     | Mobile | 8/12/21, 12:00 PM |
| <input type="checkbox"/> | sample analyses | Malicious-URL:-Sucuri + 2 | Japan    | LAN     | Mobile | 8/12/21, 12:00 PM |
| <input type="checkbox"/> | sample analyses | Malicious-URL:-Sucuri + 2 | Germany  | LAN     | Mobile | 8/12/21, 12:00 PM |
| <input type="checkbox"/> | sample analyses | Malicious-URL:-Sucuri + 2 | China    | LAN     | Mobile | 8/12/21, 12:00 PM |
| <input type="checkbox"/> | sample analyses | Malicious-URL:-Sucuri + 2 | Canada   | LAN     | Mobile | 8/12/21, 12:00 PM |
| <input type="checkbox"/> | sample analyses |                           | USA      | LAN     | Mobile | 8/12/21, 12:00 PM |
| <input type="checkbox"/> | sample analyses |                           | UK       | LAN     | Mobile | 8/12/21, 12:00 PM |

# Forensic-level Reporting

Exhaustive report of all digital threats & obfuscated code hidden in the redirection chains

Summary

Quick View

Details

Main Content

### Redirection Path:

Show details

| Redirect  | Details                                   |
|---|---|
| <a href="http://special-offers.online/affidLink/redirect.php?tag=500109&amp;tag1=ADK&amp;tag2=D5JPEG6OIS&amp;tag3=5...">http://special-offers.online/affidLink/redirect.php?tag=500109&amp;tag1=ADK&amp;tag2=D5JPEG6OIS&amp;tag3=5...</a> | http: 301<br>size: 2.59 KB<br>time: 991ms |
| <b>Malicious URL: Sucuri</b> - Proceed with caution. We recommend further investigation before taking action. This URL has been flagged by a 3rd party security vendor. <a href="#">Click here</a> for additional details.                |   |
| <b>Malicious URL: VirusTotal</b> - Proceed with caution. We recommend further investigation before taking action. This URL has been flagged by a 3rd party security vendor. <a href="#">Click here</a> for additional details.            |   |
| <b>Suspicious TLD</b>   |   |
| <b>Threat Intelligence</b>  |   |

Redirect URL 1

| Redirect  | Details                                   |
|---|---|
| <a href="https://special-offers.online/affidLink/redirect.php?tag=500109&amp;tag1=ADK&amp;tag2=D5JPEG6OIS&amp;tag3=...">https://special-offers.online/affidLink/redirect.php?tag=500109&amp;tag1=ADK&amp;tag2=D5JPEG6OIS&amp;tag3=...</a> | http: 302<br>size: 2.59 KB<br>time: 759ms |
| <b>Malicious URL: Sucuri</b> - Proceed with caution. We recommend further investigation before taking action. This URL has been flagged by a 3rd party security vendor. <a href="#">Click here</a> for additional details.                |   |
| <b>Malicious URL: VirusTotal</b> - Proceed with caution. We recommend further investigation before taking action. This URL has been flagged by a 3rd party security vendor. <a href="#">Click here</a> for additional details.            |   |
| <b>Suspicious TLD</b>   |   |
| <b>Threat Intelligence</b>  |   |

Redirect URL 2

| Redirect   | Details                                   |
|--|---|
| <a href="https://track.special-offers.online/15G3nZ?subid=500109_D5JPEG6OIS">https://track.special-offers.online/15G3nZ?subid=500109_D5JPEG6OIS</a>  | http: 302<br>size: 2.59 KB<br>time: 940ms |
| <b>Malicious URL: Sucuri</b> - Proceed with caution. We recommend further investigation before taking action. This URL has been flagged by a 3rd party security vendor. <a href="#">Click here</a> for additional details.     |   |
| <b>Malicious URL: VirusTotal</b> - Proceed with caution. We recommend further investigation before taking action. This URL has been flagged by a 3rd party security vendor. <a href="#">Click here</a> for additional details. |   |
| <b>Suspicious TLD</b>  |   |
| <b>Threat Intelligence</b>   |   |

Redirect URL 3

| Landing  | Details                                   |
|--|---|
| <a href="https://video-change.digital/common/content/contentforyou4.php?cc=US&amp;FTO=true">https://video-change.digital/common/content/contentforyou4.php?cc=US&amp;FTO=true</a>  | http: 200<br>size: 2.59 KB<br>time: 436ms |
| <b>Malicious URL: Sucuri</b> - Proceed with caution. We recommend further investigation before taking action. This URL has been flagged by a 3rd party security vendor. <a href="#">Click here</a> for additional details. |   |
| <b>Unsafe content: Adult</b>   |   |

Landing URL

### Violations

! Malicious URL: Sucuri Malicious URL: VirusTotal Suspicious TLD

Threat Intelligence Unsafe content: Adult

### Screenshot: Landing page

# Actionable Analytics

Data drives strong decision making





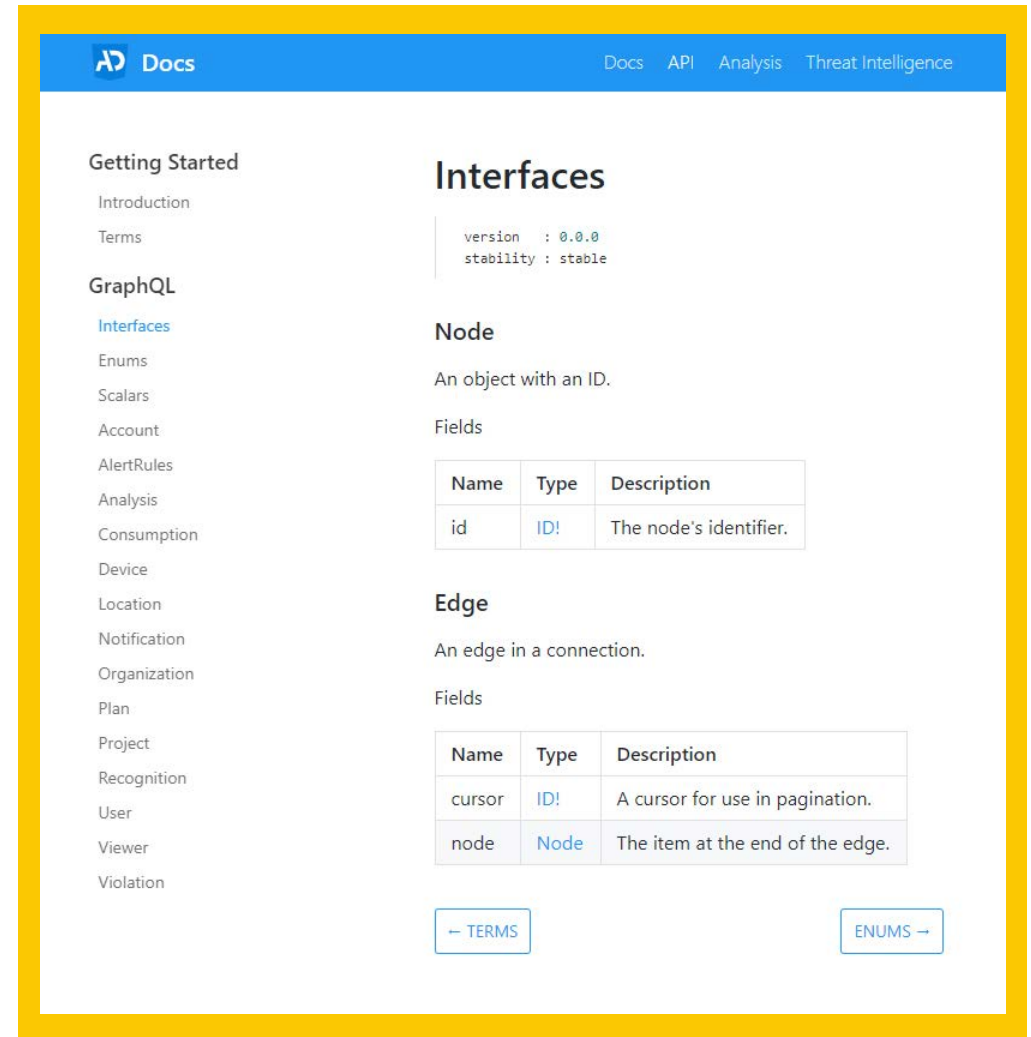
# For Developers

## Simplified API automation

Our API is built by developers, for developers.

Any action you can perform through the interface, can be implemented through the API.

This allows you to automate any action you need, like stopping campaigns on your platform when AdSecure detects a bad ad.



The screenshot shows the AdSecure API documentation page for the 'Interfaces' section. The page has a blue header with the AdSecure logo and navigation links for Docs, API, Analysis, and Threat Intelligence. A left sidebar lists various API endpoints under 'GraphQL', with 'Interfaces' highlighted. The main content area is titled 'Interfaces' and shows the API version (0.0.0) and stability (stable). Below this, the 'Node' section is defined as an object with an ID, and its fields are listed in a table. The 'Edge' section is defined as an edge in a connection, and its fields are also listed in a table. At the bottom, there are buttons for 'TERMS' and 'ENUMS'.

**AD Docs** Docs API Analysis Threat Intelligence

### Getting Started

- Introduction
- Terms

### GraphQL

- Interfaces**
- Enums
- Scalars
- Account
- AlertRules
- Analysis
- Consumption
- Device
- Location
- Notification
- Organization
- Plan
- Project
- Recognition
- User
- Viewer
- Violation

## Interfaces

version : 0.0.0  
stability : stable

### Node

An object with an ID.

Fields

| Name | Type | Description            |
|------|------|------------------------|
| id   | ID!  | The node's identifier. |

### Edge

An edge in a connection.

Fields

| Name   | Type | Description                      |
|--------|------|----------------------------------|
| cursor | ID!  | A cursor for use in pagination.  |
| node   | Node | The item at the end of the edge. |

[← TERMS](#) [ENUMS →](#)

## Some statistics from our Violations Report



[Read our Violations Report](#)

## Client Testimonials



“AdSecure has lifted our ad serving SaaS platform way ahead of our competitors.”

**Barry O’Sullivan,**

Product Director EXADS ad server



**TRAFFIC FACTORY**  
PREMIUM AD NETWORK



“Since its integration into our platform and network, AdSecure has become a key ‘go-to’ tool in maintaining Traffic Factory’s high quality in advertising standards.”

**Takanori Kanto,**

Sales Director, Traffic Factory



**TrafficForce**



“AdSecure enabled us to detect 475,618 violations in one quarter”

**Ross Allan,**

Advertising & Marketing Executive, TrafficForce

[Read our Client Case Studies](#)

## Why choose AdSecure?

Automatic detection and analysis of ads before ads go live & while they are running.

- + 360° ad security protection
- + Uses the latest crawler technology
- + Consistent threat monitoring and blocking
- + Detailed analysis reports in real-time
- + User friendly and advanced interface
- + Comprehensive API
- + Efficient customer support



## Start a Free Trial

Stop bad ads. Deliver high quality experiences.  
Maximise your revenue!

[Start 14 day trial](#)





[www.adsecure.com](http://www.adsecure.com)

email us: [contact@adsecure.com](mailto:contact@adsecure.com)



Member of TAG Malware Working Group