

# Digital Detect

## Invest in great advertising, not digital fraud.

Digital advertising now accounts for over half of all global ad spend, making it the most important way marketers connect with consumers. Brands invest millions of dollars each year in a multilayered digital ecosystem that has become increasingly fragmented.

Unfortunately, this scale and complexity make digital advertising an attractive target for fraudsters who can exploit the many weaknesses in the often murky digital ad supply chain. As digital advertising has evolved, so too have ad fraud techniques. Digital ad budgets are now being targeted by sophisticated cyber criminals using advanced techniques and new types of invalid traffic (IVT) to evade detection and siphon money out of the ad ecosystem.

### BEYOND IVT DETECTION

*As a global leader in cybersecurity, IronNet protects the networks and critical infrastructure of clients across private and public sectors. By employing our advanced network detection and response capabilities to monitor clients' network traffic, we identify suspicious behaviors and respond to threats in real time.*

*IronNet now applies this expertise to monitor digital ads and has uncovered a new class of previously undetected fraudulent traffic, which we call Cyber Invalid Traffic (CIVT). Our Digital Detect solution identifies CIVT by correlating the signals from our ad fraud pixel with the sophisticated techniques employed by cyber criminals to threaten other digital assets.*

### PROVEN VALUE



#### Increased campaign ROI

Digital Detect informs enterprise ad strategy by identifying campaign sources of CIVT at the publisher, seller, domain, and placement levels. Detailed reporting and analysis allow brands to take the steps required to eliminate CIVT, improving the return on ad spend.



#### Broader threat coverage

IVT detection models are only as good as the data they're trained on. By looking only at ad placement data, existing IVT tools see an incomplete picture. Digital Detect analyzes network traffic data alongside ad data, applying cyber threat detection to uncover instances of fraud that others miss.



#### Enhanced brand protection

Ad fraud is not simply wasted ad budget. Cyber criminals are using ad fraud as an entry point into deeper attacks on organizations' digital assets. By leveraging cyber threat data, Digital Detect ensures that your ad budgets won't be used against you to cause damage to your brand and reputation.

# Digital Detect

Based on groundbreaking data science research in the field of cybersecurity, IronNet's proprietary analytics dig deeper to uncover suspicious behaviors and patterns of CIVT targeting digital ad campaigns. Our Digital Detect user interface gives you access to the data you need to make more informed decisions about your ad buys, helping to reduce your exposure to IVT and increase your campaign effectiveness.



## HOW IT WORKS

