Q2 Malware Recap

Q2 2021 Key Trends

- 60% of the malicious ads blocked in Q2 were trojan ads & malicious browser extensions.
- 32% of ads blocked in Q2 were malware, redirects & other suspicious activity.
- 17% increase in unique threats between Q1 and Q2.

On average, publishers and platforms observed over 175 unique threats impacting their domains in Q2.

Q2 Threat Spotlight

4.5M Redirect campaign spanning almost 1,500 sites over a 7-day period. Creative automatically drove mobile and desktop users to sites like inboxfunpoints[dot]com, 7daynews[dot]com, foxnewstoday[dot]com. ADL protected over 4.5M ads during the attack.

By the Numbers: 2021 YTD

- Unique Threats: 4,406
- Total Blocked: 3,507,577,708
- Protected Domains: 2,619,5
- Impressions Monitored: 3,955,685,070,19

There was an 11% increase in data collectors from Q1 to Q2. In total, Ad Lightning observed over 4,000 unique companies in the ad delivery flow with an average of 6 trackers per ad impression.

Usage of Ad Lightnings “Report Ad Tool” increased by 67% in Q2 with the top ads reported containing adult content, playing sound or covering the page.

Unwanted Category & Competitive Blocks in Q2. Over 67% of Ad Lightning’s clients are now implementing category blocks across their inventory.

Q2 Top Unwanted Categories

- Tobacco/Smoking: 21%
- Unsavory & Adult: 11%
- Sexualized & Adult: 7%
- Other: 11%
- Alcohol: 14%
- Gambling: 15%
- NSFW: 21%