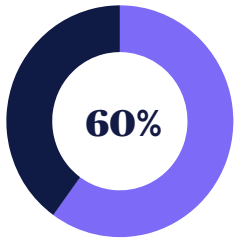
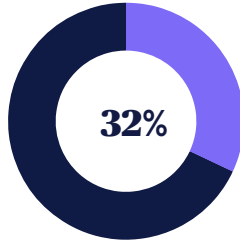


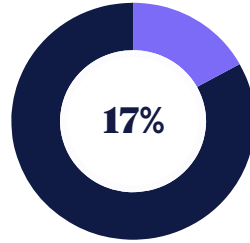
Q2 2021 Key Trends



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.

175

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

Q2 Threat Spotlight

4.5M

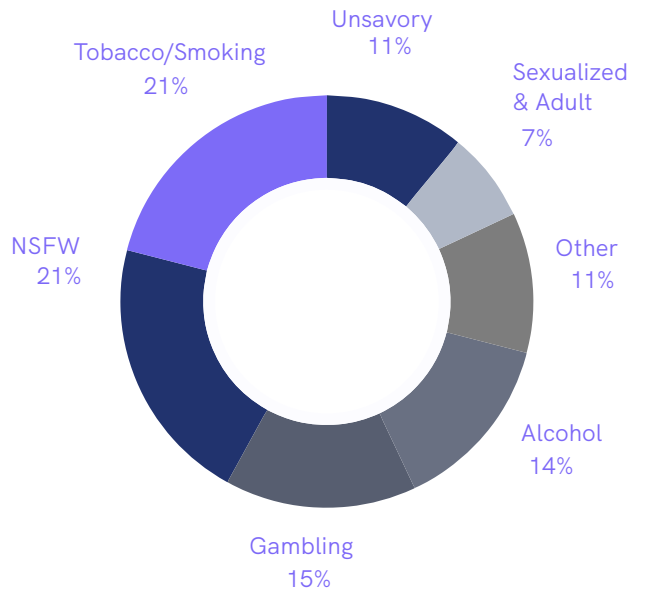
Redirect campaign spanning almost 1,500 sites over a 7-day period. Creative automatically drove mobile and desktop users to sites like inboxfunpoints[dot]com, 7daynews[dot]com, foxnewstoday[dot]com. ADL protected over 4.5M ads during the attack.



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.

Q2 Top Unwanted Categories



1.9B

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

By the Numbers: 2021 YTD

4,406

Unique Threats

3,507,577,708

Total Blocked

26,195

Protected Domains

395,568,507,019

Impressions Monitored