



205,991,783,884

protected impressions



706,864,847

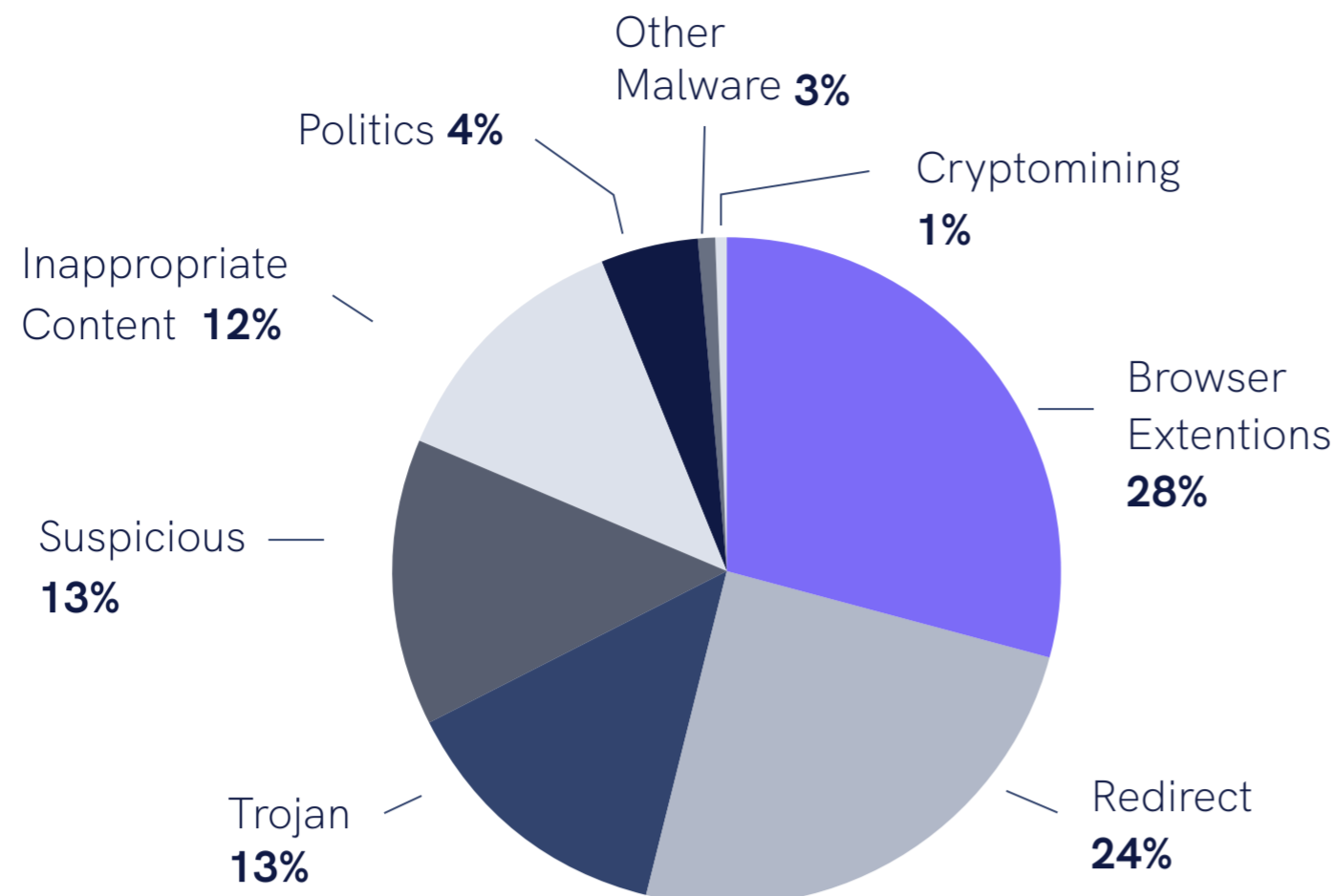
bad ads detected



46,000

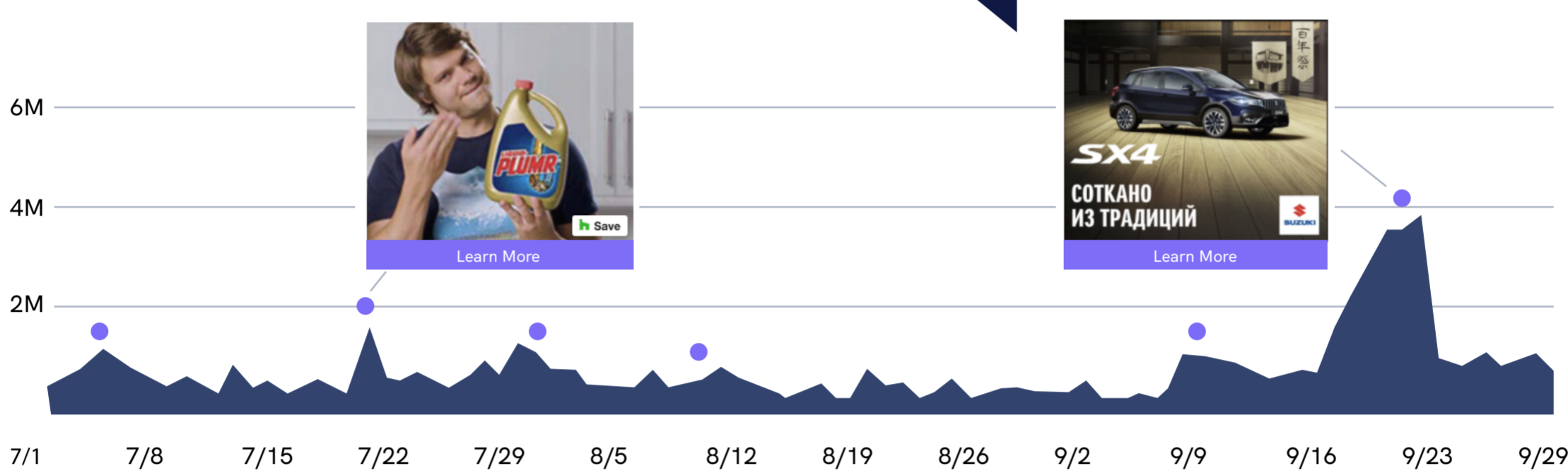
domains covered

Q3 Overview of Malicious & Unwanted Ads



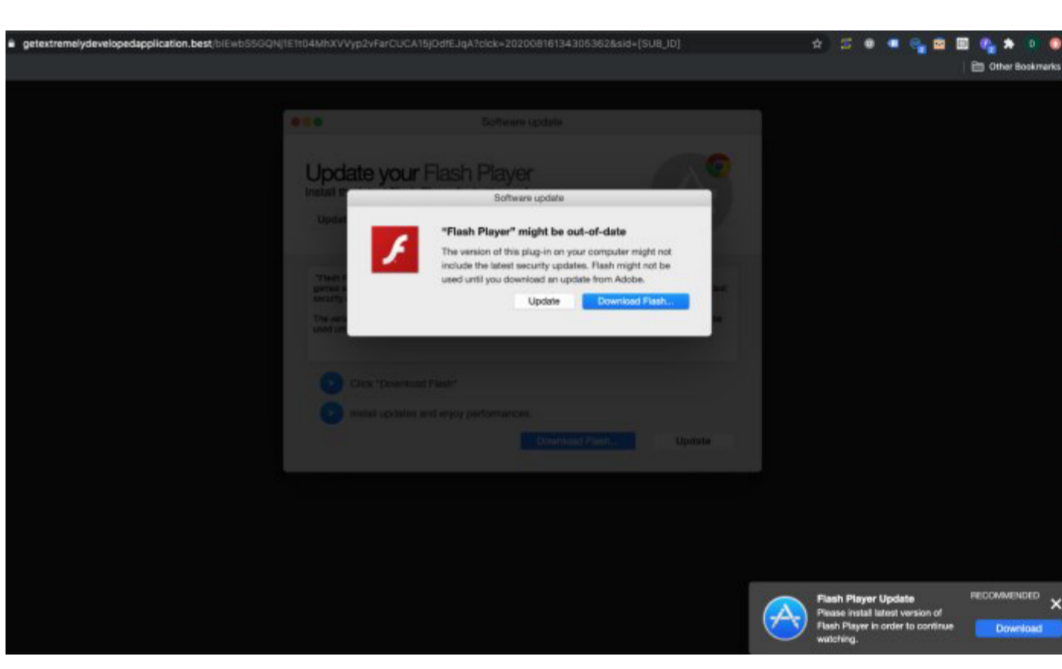
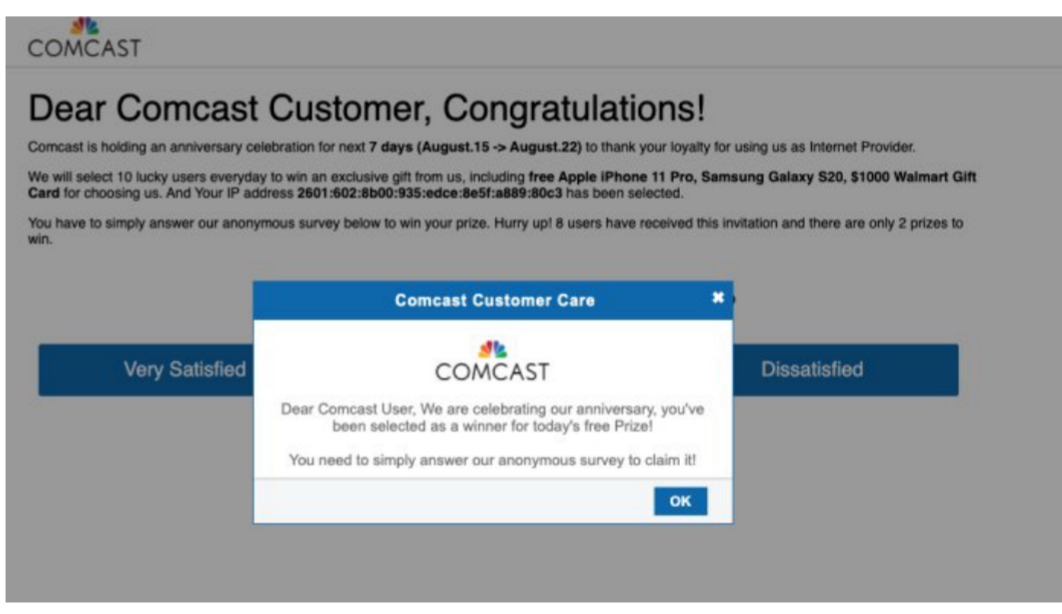
- Redirects and Malicious Browser Extensions (that often trigger redirects) made up over 50% of the malicious activity
- ADL documented a 90% increase in malicious activity on desktop from Q2 to Q3
- The launch of category blocks accounts for about 15% of bad ads in Q3

Q3 Redirect Spikes



Emerging Techniques

We detected and stopped two widespread redirect attacks in early August that impacted hundreds of publishers. The campaign was primarily targeted to desktop Chrome and Safari users, displaying various images based on the user's ISP connection. One technique deployed typosquatting attack techniques to redirect users to malicious scam pop-up sites. Fraudsters created legitimate-looking URLs with minor typo errors that hosted the malicious code they used to carry out the redirect attack. Most typosquatting attacks will go unnoticed since they look nearly legitimate. One example in this attack utilized "lijits.com" which looks very similar to the legitimate "lijit.com" domain, an ad serving domain owned by Sovrn Holdings.

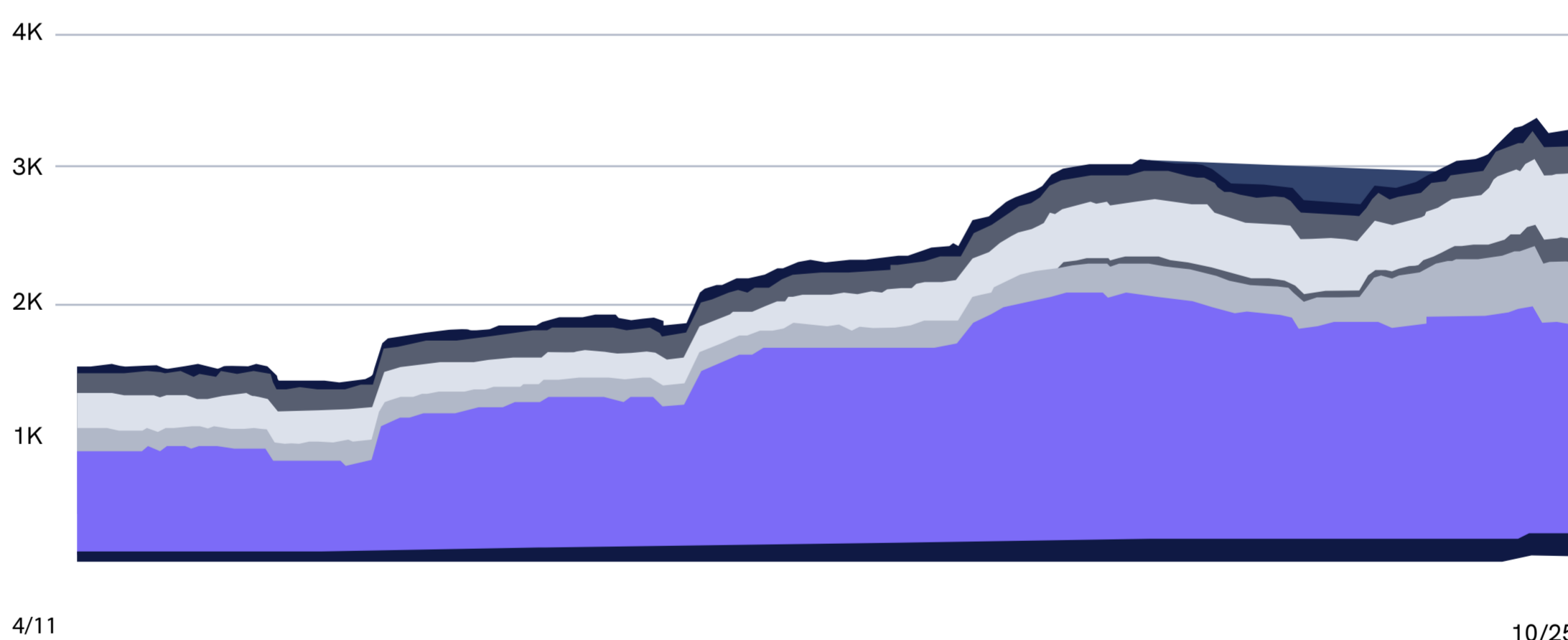


Sign up for real-time threat alerts at adlightning.com/activethreats

Unique Malicious Threats Have Doubled Since Q2

Threats have exploded in sophistication over the past 6 months. The number of unique signatures that we are monitoring, tracking, and analyzing has more than doubled over that time.

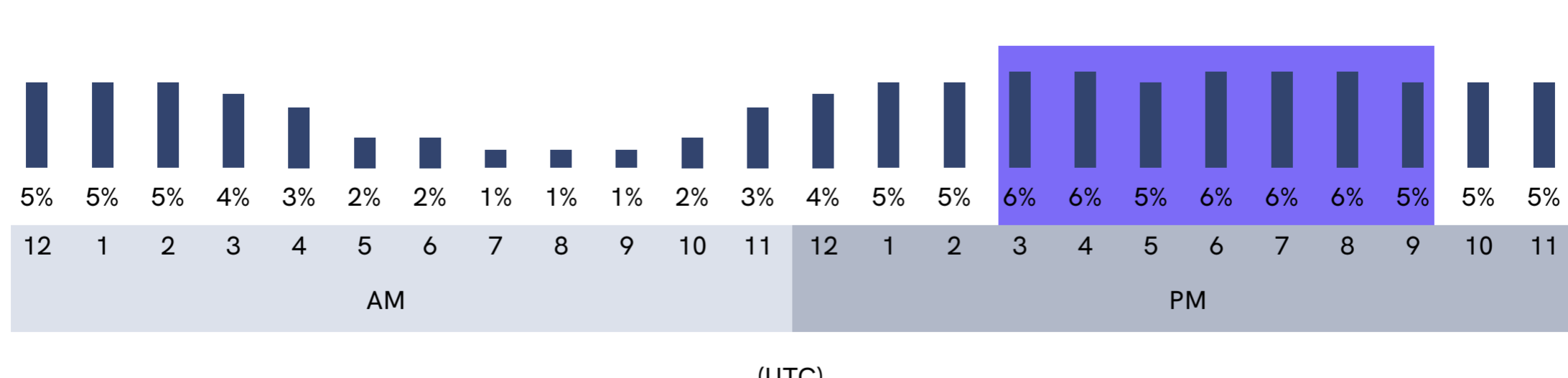
Unique Threats Trend Q2- Q3



Fraudsters continue to attack in the evenings

Over 40% of malicious attacks occurred between 3-9pm in Q3. Fraudsters continued to ramp-up volume on Fridays, carrying it through the weekend. Almost 65% of the malicious ads we blocked happened between Friday and Monday.

Percentage of Bad Ads by Time of Day



Trends by Device

The escalating trend in desktop redirects continued in Q3, increasing by 90% in the quarter.

