



CASE STUDY

Admixer Protects Ukrainian Citizens From Cyber Threats

Company Bio

Admixer is an international ad tech company with Ukrainian roots. The company co-founded IAB Ukraine and develops full-stack programmatic solutions for buy- and sell-side industry players. Publishers across the globe use Admixer's supply side platform (SSP) and Header Bidding Platform to monetize their digital properties. Advertisers and agencies use Admixer's demand side platform (DSP) to reach a wide variety of exchanges, publishers, and unique audiences at scale.

Challenge

Prior to the Russian invasion of Ukraine in February 2022, The Media Trust detected a steep increase in malware and digital threats delivered via advertising (i.e., malvertising) through its continued analysis of high-trafficked Ukrainian websites. The Media Trust uses actual devices alongside emulators based in the Ukraine to recreate the experience of Ukrainian citizens and unearth cloaked malware. Phishing attacks used to steal personal data and credentials made up 26% of all malware detected and grew 2X between November 2021 and February 2022.

Aware of the increase in digital threats as tensions between Russia and Ukraine intensified, Admixer

grew increasingly concerned about the use of malvertising to attack Ukrainian citizens and the organizations they worked for—including vital infrastructure that could sway the war. To ensure their protection, Admixer expanded its use of The Media Trust's ad security solutions to shut down digital threats on all advertising assets running on its full-stack solution.

Overview

INDUSTRY: AdTech

END USER: Marketplace Quality Managers, Traffic Quality Specialists

CHALLENGE: Protecting Ukrainian citizens and global consumers from digital threats stemming from the Russian invasion

SOLUTION: DTS AdTech: Ad Security & Quality with Media Filter for real-time ad blocking

RESULTS:

- Prevented 12,485 malicious ads from entering programmatic ecosystem
- Blocked 44+ million malicious ads in real time from hitting publishers and consumer screens
- Protected millions of Ukrainian citizens and infrastructure from credential-stealing and device-infecting malware

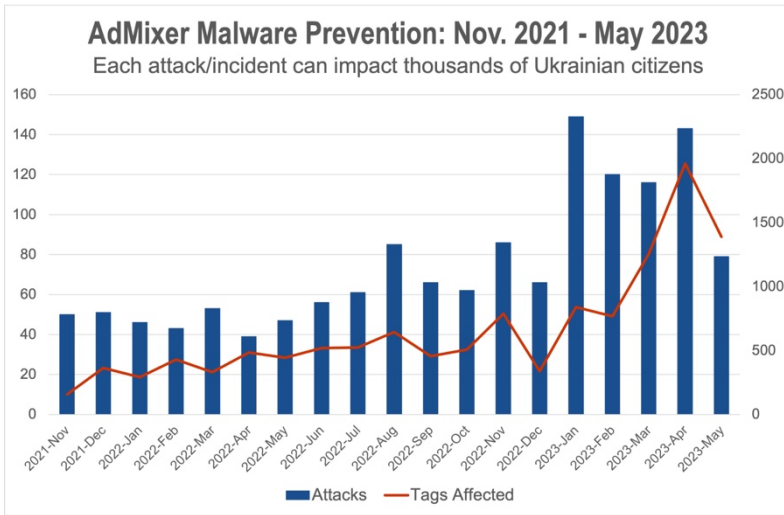


Figure 1: Since Nov. 2021, Admixer has stopped more than 1,000 unique attacks and prevented 12,485 malicious ads from harming consumers.

Solution

Admixer uses both The Media Trust’s Media Scanner®—a massive global infrastructure of devices and emulators used to identify malicious and unwanted ad content, as well as vendor activity and data tracking—and Media Filter—real-time creative blocking for malware, scams, and other unwanted content. Both of these leverage the knowledge depth of the largest malware desk in the digital advertising space.

Admixer collaborated with The Media Trust to identify Russian advertisers and a-domains, as well as satellite operations in other countries. Admixer then leveraged Media Scanner to scrutinize all incoming advertising assets, including third-party ad tags, ad creatives, click-throughs, and landing pages. The Media Trust analyzed these assets through a variety of device profiles and geos to discover targeted malvertising that only appears in specific environments. Between Nov. 2021 and March 2023, the amount of unique monthly malware attacks thwarted grew 186% while malicious tags grew 11.5X.

In addition, Admixer leverages Media Filter with its SSP to block malicious ads from third-party demand sources in real time. This proved a highly effective way for Admixer to shield Ukrainian citizens and consumers worldwide from the malware surge—blocks increased 27X from the beginning of the Russian invasion.

“Over our four years working with The Media Trust, we have been really pleased with their solutions in terms of functionality and features, and their great customer support,” said Roman Sarychev, Ad / Traffic Quality Analyst for Admixer. “Whenever we need some tech adjustments, The Media Trust is happy to tailor and customize their solution to our product needs.”

Results

Between Nov. 2021 and May 2023, The Media Trust empowered the Admixer DSP to shut down more than 12,000 malicious ads that could have attacked millions of Ukrainian citizens. In addition, Media Filter enabled Admixer’s SSP to block more than 44 million malicious ads in real time, before they could attack Ukrainian citizens, steal credentials, and launch more drastic attacks.

About The Media Trust

Today’s digital ecosystem relies on The Media Trust to safeguard the consumer experience. We fix the issues that harm your customers, drive data breaches, violate regulations, impede revenue, and tarnish your brand. Acting as your audience, our unique digital safety platform captures their true user experience and stops harmful activity so you can better monetize and govern your digital assets. Since 2005, hundreds of digital businesses have depended on The Media Trust to protect their strategic digital revenue channels. Why not yours? The Media Trust—your partner in digital trust and safety. For more information, visit mediatrust.com.



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