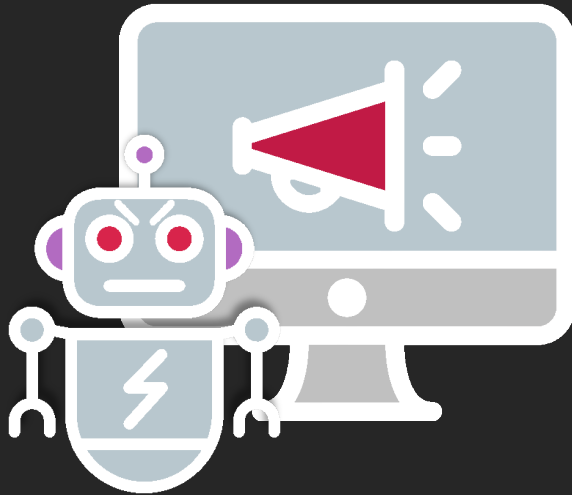


Ad Fraud vs Ad Threat

IVT



- fraudulent activity inflates ad performance
- advertisers are victims

Weaponized Ad Tech



- fraudulent activity delivers scams & viruses
- users and publishers are victims

WIRED

“...if JavaScript components aren't contained and limited in what they can access, attackers can potentially exploit them to access and manipulate systems and execute malicious code.”

“...many firms aren't doing enough to ensure they are secure. “

Forbes

Direct Lost Revenue

- Lost ad impressions
- Lost audiences
- Lost conversions



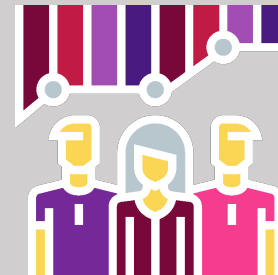
Operational Overhead

- Chasing bad ads
- Mitigating breaches
- Restoring site functionality



Brand Reputation

- Press coverage
- Customer Flight



Regulatory & Legal Penalties

- Class Action Suits
- GDPR / CCPA
- EU / FTC



Two of the top 5 data breaches of 2018 were due to third-party security flaws.

ticketmaster

40,000 users involved in the breach

\$6.5 million class action lawsuit filed

Millions in pending GDPR fines

185,000 users involved in the breach

Magecart linked to the breach

\$230 million in pending GDPR fines

BRITISH AIRWAYS





Nils Bohlin

1920-2002

The solution is not
a slower car.

“The pilots I worked with in the aerospace industry were willing to put on almost anything to keep them safe in case of a crash, but regular people in cars don't want to be uncomfortable even for a minute.

In a way, my design works as much because the belt is comfortable for the user as it does because it is safer.

”

(INNOVATION)

SECURITY



(just think like Nils)

