

# Top 10

...Things you need to know about the

## biggest bot scam

in history

1. **HyphBot is the largest network** of fraudulent bots and spoofed sites to be discovered in the history of digital advertising; it's three to four times as big as 2016's infamous Methbot network.
2. Its 'achievements' include generating approximately **75 million impressions per day** (through 1.5 bn bid requests) and driving fake traffic to more than a million different URLs across 34,000 different domains.
3. HyphBot **primarily ran video inventory and ads** and was most active between August and October of 2017.
4. At its peak, **it cost advertisers up to \$1.2m a day** globally in fake impressions and views.
5. HyphBot is **hard to detect** because it imitates human behaviour:
  - a. by spoofing 34,000 domains which allows cookies to collect rich browsing histories – just like human ones
  - b. by using Chrome browsers on Windows 7 or 8, and not an easy-to-spot custom browser
  - c. by being based not in data centres but on infected machines, which also generate genuine human traffic. This also entails scattered IP addresses that are more difficult to block.
6. It's estimated that at least **half a million machines** have been infected.
7. In contrast to other frauds, **HyphBot is affecting premium publishers** and not just the long tail. These premium publishers lose income to fraudsters and receive fake traffic.
8. It's likely that **neither you nor your agency is equipped** to detect and avoid this type of fraud; you need sophisticated, deep analysis and rich data to spot it.
9. To mitigate the risk to advertisers, agencies and publishers need to adopt the **ads.txt protocol**, by which authorised resellers of inventory are listed publicly.
10. You can also **lower your risk** of exposure to bot fraud such as Hyphbot by favouring direct deals and private marketplaces over open exchanges and ensuring consistent and proper use of a good ad server.

# About ECI

The digital landscape is changing: your media management strategy needs to change with it. But change can be a force for good: ECI, the market's fastest growing global media management company, can help you make your media budget generate higher value by harnessing these changes.

Ours is a new breed of media auditing and performance management company. We are leading the charge in sophisticated media benchmarking services, delivering higher value and driving media-led impact. We have a forensic, fact-based approach to digital and harness our world-class talent and proprietary technology to maximise your digital impact.

Today's dynamic, fast-paced media landscape requires data-driven decision making, global experience and a firm grasp of innovative technologies. ECI offers all these things – and more – from media auditing and pitch consulting to KPI setting and management.

We operate across the Americas, Europe and Asia. Our clients are some of the world's largest and best-known advertisers, and our network of owned and affiliated offices support them through high-level media intelligence and rigorous benchmarking. Ultimately, we provide the insight, experience and savvy that helps our clients to ensure that their advertising investment and agency relationships generate higher value.

## CONTACTS

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HIGHER MEDIA VALUE