



White Ops

WhiteOps' mission is to disrupt cyber criminal profit centers – separating authentic web sessions from bogus ones.

Problem

Ad fraud through non-human traffic is one of the most profitable cybercriminal enterprises, with literally billions of dollars spent each year on advertising that no real human being ever sees. Non-human traffic unfairly punishes those publishers who produce great content by depriving them of the ability to monetize their work and properly fund their ongoing operations.

“White ops and The Rubicon Project have really created some industry leading control on the supply side of the business to vet... and continuously re-vet publishers.”

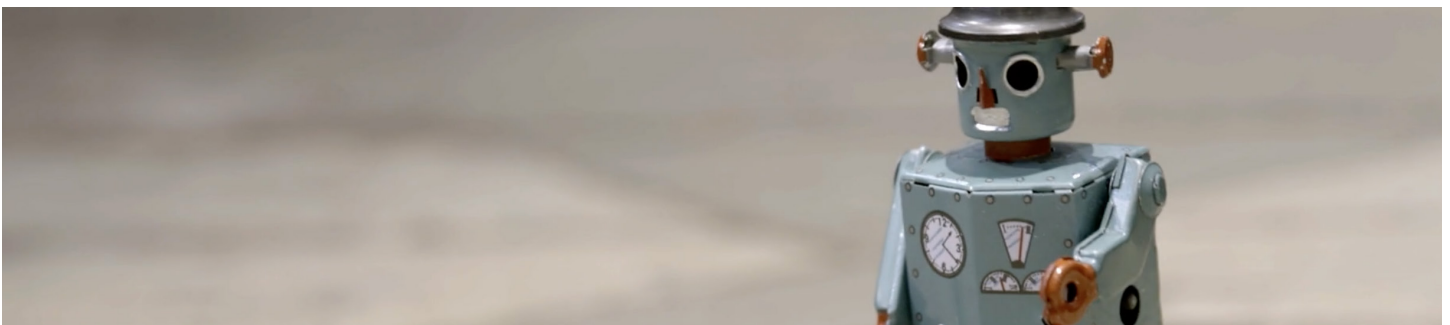
— MICHAEL TIFFANY, CEO, WHITEOPS

Solution

White Ops spends its time disrupting cybersecurity profit centers by using their technologies to authenticate real web sessions and flag bogus ones. Together with White Ops, Rubicon Project has created “industry leading controls” to both vet new publishers and aggressively monitor them over the long term. White Ops CEO Michael Tiffany said Rubicon Project has created and executed “extraordinary” policies to combat non-human traffic, and has dedicated and sustained the resources necessary to “really win” against bad actors.

Result

All ad tech companies claim they care about quality, but WhiteOps' results show that Rubicon Project has actually proved itself, enforcing the highest standards through its continued reinvestment in the fight against cyber criminal profit centers.



Watch the full video about our partnership with White Ops at rubiconproject.com/customer-videos

