Best Practices to Detect Fraudulent Customers & Agencies

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OTA Mission, Goal & Values

Mission - To enhance online trust, while promoting innovation and the vitality of the internet.
- Goal to help educate businesses, policy makers and stakeholders while developing and advancing best practices and tools to enhance the protection of users’ security, privacy and identity.
- OTA supports collaborative public-private partnerships, benchmark reporting, meaningful self-regulation and data stewardship.

Internet Wide Issue

- Cybercriminals targeting trusted infrastructure
- Compromising the reputation and trust of known mailers, leading web sites and key online brands
  - Sending spam and spear phishing campaigns
  - Deploying botnets and DDoS attacked targeting key infrastructure & consumers
  - Exploiting the ad supply chain to deploy malvertising and fraudulent advertising (search & display)

Masquerading as legitimate ....

- Marketers
- Advertisers
- Resellers
- Ad Agencies
- Publishers
- Online Brands
- Financial Institutions
- ....

Impact

- Consumer trust of ads & email
- Brand reputation (advertisers, publishers)
- Drive users to use ad blockers
- Economic impact
- Call for regulation
- Potential of sleeper cells “in waiting”

OTA Ecosystem Approach

- Multi-Stakeholder Collaborative Initiative
  - Advertising & Content Publishing
  - Anti-Botnet Working Group
  - Email Security & Infrastructure
- Goals
  - Publish prescriptive advice
  - Demonstrate collaboration, leadership & self-regulation
  - Advance promising technologies / solutions
  - Highlight early adopters and “North Stars”
**A Challenge – “Water Falling”**

- Get on-boarded, deploy, "wear out their welcome" and jump to a new provider.
- Often start with low volumes and then deploy major "campaign".
- Had we done due diligence we would have seen the red flags.
- If we only knew others had the same issue

**The Impact of Malvertising**

- Evolving threat with the ability to be a pervasive and damaging threat to legitimate brands and consumers
- Victims - Non-Participatory, highly dynamic and scalable
- Ease of remaining anonymous
  - 1 incident = 100,000 impressions
  - Over 10 billion malicious impressions were served in 2012.
  - 42% of malvertising is drive-by exploits, (RiskIQ)
- Upwards of 60% of malvertising can be prevented through onboarding vetting of new customers.

**Headlines**

- Malvertising: Research: 1.3 million malicious ads viewed daily
- Malvertising: Ad Meds Not Going Enough To Stop Fake Ads Sales and Adware

**Overall Trends – 2013 YTD**

- 42% are Drive-bys

Source: RiskIQ

**Impact of Spam**

- Gaining access to ESPs and trusted IP reputation
- Impacts ESP (and Hosters) and all users on shared resources
- Can result in all mail from an ISP being blocked
- Blacklisted
  - Anti-spam community
  - Web browsers
  - .......

**Solution - Framework**

- Onboarding review of new customers, agencies partners, resellers
- Vet bad apples from legitimate
- Provide a framework to apply scoring based on their risk tolerance
Malvertising & Ad Fraud

Evaluate the advertiser or agency against risk factors balanced against organization’s risk tolerance level and procedures:

1. Ad Serving Domain Reputation
2. Ad Tag Behavior
3. Timing and Urgency
4. Corporate Identity
5. Individual Identity

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Advertising Checklist - #1

Cloud Services & Hosters

- Key risk factors
  - Domain reputation
  - Past complaints
  - Timing and Urgency
  - Corporate Identity
  - Individual Identity
  - Data Use
Summary Call to Action

- Review your current procedures.
- Review those of your partners / resellers (downsteam threat).
- Customize framework based on your risk tolerance.
- Educate account teams.
- Establish out of band process / escalation.
- Develop remediation plan.
- Review collaboration and sharing data to help curb “water falling”.

Resources

- Anti-Malvertising / Ad Integrity
  [https://otalliance.org/resources/malvertising.html](https://otalliance.org/resources/malvertising.html)
- Anti-Botnet Multi-Stakeholder Working Group
  [https://otalliance.org/botnets.html](https://otalliance.org/botnets.html)
- Email Security & Authentication
  [https://otalliance.org/eauth.html](https://otalliance.org/eauth.html)
- Data Protection & Privacy
  [https://otalliance.org/breach.html](https://otalliance.org/breach.html)
- 2013 Honor Roll
  [https://otalliance.org/2013HonorRoll.html](https://otalliance.org/2013HonorRoll.html)
- Infrastructure
  [https://otalliance.org/ssl.html](https://otalliance.org/ssl.html)

Get Involved

Friday, October 4, 9 AM PDT / Noon EST
Anti-Botnet Remediation Best Practices
Register at [https://cc.readytalk.com/r/6xwcmo5v6cev&eom](https://cc.readytalk.com/r/6xwcmo5v6cev&eom)

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