

HBAgency Secures Funding for European Project to Enhance Digital Advertising Security

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HBAgency, an independent ad tech company specializing in programmatic advertising, is participating in AppTake, a major European initiative supported by the European Cybersecurity Competence Centre and funded by the European Union. AppTake aims to test and implement innovative digital solutions across various industries.

As part of this collaborative effort, HBAgency is leading a dedicated use case that demonstrates how cutting-edge technologies can enhance security within the digital advertising ecosystem. This includes implementing advanced security frameworks to combat critical challenges such as invalid traffic (IVT), malvertising, and broader fraud prevention.

“Digital advertising operates in a dynamic and complex environment,” said Gabriele Piga, CTO at HBAgency. “By participating in AppTake, we have the opportunity to explore how innovative technologies can directly address security and transparency issues within programmatic advertising.”

This initiative not only enhances security but also benefits publishers by fostering a more trustworthy and transparent digital advertising space. By reducing fraud and improving ad quality, this project contributes to a safer and more sustainable digital advertising ecosystem for all stakeholders.

HBAgency is an Italian ad tech company specializing in innovative display and video advertising solutions. With a focus on maximizing publisher revenue, HBAgency offers a wide range of high-performance ad formats and is trusted by publishers globally.