

Keeping the wasps out of beehiiv

How beehiiv Uses Omnivory to Protect Its Ad Network and Preserve Publisher Revenue



beehiiv is the fastest growing platform for content creators empowering them to monetize their audiences.



With rapid scale brought bad actors looking to exploit its monetization features through its ad network.

**saved
\$14.4
million**

in fraudulent ad spend
in 6 months

30%

of engagements
identified as non-human

Over
66%

of those deemed
malicious

To combat fraud and ensure sustainable growth, **beehiiv partnered with Omnivory** and integrated its BotDetection API—resulting in **saving advertisers over \$14 million** in ad spend and a more trustworthy platform for advertisers and publishers alike.



The Challenge

With over 3 billion emails sent monthly and tens of millions of clicks generated, beehiiv's scale quickly became a magnet for abuse. Fraudulent accounts and bot-driven click activity posed a direct threat to ad network integrity and revenue.

"Fraudulent signups and bot attacks are a never-ending challenge,"

said **Tyler Denk**, CEO of beehiiv.

"Bad actors ultimately aim to monetize, and that puts our ad network—and our entire platform—at risk."



beehiiv attempted to address the problem in-house but found that detecting non-human interactions at scale was far more complex than expected.



"We were successful in identifying some bots,"

said **Jacob Wolf**, Senior Solutions Engineer,

"but our detection rates weren't where they needed to be."



The Solution

In late 2024, beehiiv began evaluating Omnivery's newly released **BotDetection API**—a tool built on eight years of development and proprietary email behavior data.



"beehiiv was one of the first platforms to pilot our BotDetection API,"

said **Jakub Olexa**, CEO of Omnivery.

"The nature and scale of the abuse they faced gave us valuable feedback to further refine the product's accuracy and integration experience."



The Results

Today, beehiiv processes over 60 million engagements per month through Omnivery's BotDetection API.

The results have been staggering

These savings directly benefit advertisers while increasing trust in beehiiv's ecosystem—and ultimately boosting revenue opportunities for legitimate publishers.

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Looking Ahead

Security is no longer just a backend concern—it's a business priority. By partnering with Omnivery, beehiiv has fortified its platform against a growing wave of ad fraud and reaffirmed its commitment to creators, advertisers, and the broader publishing community.



"Stopping every bad actor is impossible,"

said **Mariska Calabrese**, Senior Manager of Information Security,

"Omnivery's partnership and technology allows us to stay far ahead."