







Security VS Advertising

An overview of the differences and potential applications of CaptchaAd security and advertising options.

	Security Variant	Advertising Variant
Spam Defense	Spam defense is ensured at all times	Not available
Necessary Information	API-Key Publisher-ID Zone-ID(s)	Publisher-ID Zonen-ID(s)
Integration	<p>Time: about 1 hour in a PHP-compatible environment (after receipt of data)</p> <p>Procedure:</p> <p>CaptchaAd integration packet is stored on the Publisher's server.</p> <p>Through just a few lines of code (JavaScript and PHP / Java) the CaptchaAd is integrated into the page.</p> <p>Publisher user data must be entered in a PHP / java-config-file..</p>	<p>Time: 5-15 minutes (after receipt of data)</p> <p>Procedure:</p> <p>CaptchaAd is integrated through just a few lines (12) of JavaScript code into the page.</p> <p>Publisher user data must be entered into this JavaScript code.</p>
Verfügbare Integrationspakete	PHP Java	Not necessary
verfügbare Plugins	WordPress Typo3	Not available
notwendige Technik beim User	Flash Version 10 JavaScript	Flash Version 9 JavaScript

INFORMATION

	Security Variant	Advertising Variant
technischer Fallback	<p>If the user has...</p> <ul style="list-style-type: none"> - Flash deactivated - JavaScript deactivated - Adblocker activated <p>... then a reCaptcha will automatically be used as a fallback.</p>	<p>Not available</p> <p>Too be enacted by the Publisher at his/her discretion.</p>
»No Ad«-Fallback	<p>If no advertisement can be displayed (due to capping, targeting, or volume restrictions) standard video can be viewed with appropriate questions.</p> <p>In this way, the process will proceed exactly as if it were with displayed advertising.</p>	<p>If no advertisement can be displayed (because of capping, targeting or volume restrictions), a JavaScript function is called, at which point the entire process is bypassed.</p> <p>This option is not set as the default, and must be discussed with us. We'll set it up on the ad server.</p> <p>This JavaScript function needs to be filled in by the Publisher at his/her discretion.</p>
Applications	<p>This option is to be understood primarily as a replacement for CAPTCHAs.</p> <p>Generally these make sense at all locations where security is relevant:</p> <ul style="list-style-type: none">  Forms for Login/logout, registering, deletion, forgotten password  Comments / Reviews  Paywall (with safety requirements) 	<p>This option is to be understood primarily as an interactive form of advertising.</p> <ul style="list-style-type: none">  Alternative to pre-roll ads  Paywall (without need for security)  Advertising space within processes