

Securing the Next-Generation Social Network



Customer Overview

WeAre8 is a purpose-driven social media platform that aims to redistribute value from traditional social networks back to users, creators, and communities. With approximately \$50 million in annual revenue and a lean team of around 65 employees, WeAre8 operates a rapidly growing, highly engaged mobile ecosystem.

To protect its platform, users, and APIs, WeAre8 partnered with Approov to strengthen mobile application security and streamline API protection. Through close collaboration, the organizations addressed mobile attestation challenges, automated certificate pinning, simplified SDK management, and established a secure foundation for future innovations, including an internal digital wallet and rewards ecosystem.

The Challenge

As a fast-growing social platform supporting multiple operating systems and a diverse user base, WeAre8 faced several key mobile security challenges:

- **Manual Certificate Pinning and Token Management:** The engineering team was investing significant development effort in managing certificate pinning, authentication tokens, and network-layer security within its Flutter (Dart) application. This created operational overhead and increased the complexity of maintaining secure communications.
- **Evolving Mobile Platform Requirements:** During an upgrade to the latest Approov SDK version, the team encountered unexpected attestation failures on iOS. Changes to Apple's app-signing and distribution requirements introduced new constraints that impacted application validation and attestation workflows.
- **Secure Expansion of Platform Capabilities:** As WeAre8 expanded its platform to include new services such as an internal rewards wallet, the company needed a secure method to manage API keys and other sensitive credentials without embedding secrets in the mobile application or exposing them through build and CI/CD processes.

“Approov has helped us simplify critical aspects of mobile security while strengthening protection for our applications and APIs. Their team worked closely with us through technical challenges, enabling us to maintain a secure and resilient platform without slowing product development. As we expand our ecosystem and introduce new capabilities, we are confident that our security architecture is built to support future growth.”

– George Taskos, CTO of WeAre8

The Approov Solution

- **Automated Network Security for Flutter Applications:** Approov worked closely with WeAre8 to implement a dedicated Flutter service layer that automates certificate pinning and attestation token management. By eliminating the need for manual token handling, the solution reduced developer effort while improving the consistency, reliability, and security of all API communications.
- **Resolving iOS Attestation Challenges:** When iOS attestation issues emerged during the SDK upgrade, Approov collaborated directly with the WeAre8 engineering team to identify the root cause and adapt the application registration and validation process. This enabled WeAre8 to maintain compliance with evolving Apple requirements while restoring full attestation functionality.
- **Runtime Secrets Protection:** To reduce the risk of reverse engineering, credential theft, and unauthorized API access, WeAre8 adopted Approov's Runtime Secrets Protection capabilities. Sensitive API keys and configuration data are securely delivered at runtime rather than embedded in application binaries or CI/CD pipelines, enabling centralized management, seamless rotation, and significantly stronger protection against compromise.

Executive Perspectives

"As a purpose-driven platform, trust is one of our most valuable assets. Our users expect a secure environment where they can engage, earn rewards, and support creators with confidence. As our platform continues to evolve, security must scale alongside innovation."

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"Our partnership with WeAre8 demonstrates how organizations can adopt a Zero Secrets approach to mobile security. By combining app attestation, dynamic certificate pinning, and runtime secrets protection, WeAre8 has built a strong foundation for growth without increasing operational complexity. We are proud to support their mission and help ensure that trust, privacy, and platform integrity remain central to their user experience."

- Ted Miracco, CEO of Approov Limited

Outcome

By partnering with Approov, WeAre8 has significantly strengthened its mobile app and API security posture, establishing a resilient foundation that scales alongside its rapidly growing platform.

The partnership has also delivered meaningful operational efficiencies. By automating critical security functions, WeAre8's engineering team can focus more resources on product innovation and user experience while benefiting from enhanced visibility and faster threat detection.

Ultimately, Approov ensures that security remains an enabler of innovation, providing the protection and expertise needed to support a secure, fraud-resistant user experience as WeAre8 expands its rewards ecosystem.



Approov protects your revenue by ensuring that only your own mobile apps—running in safe environments and communicating over secured connections—can use your APIs and backend resources. Botnets, malicious scripts, tampered and fake apps are blocked.

Find out more about Approov Mobile Security: www.approov.com