



Advertising Protection

Comprehensive Programmatic Platform Solutions



ADVERTISING PROTECTION FOR PLATFORMS

Advertising Protection, a component of the Human Defense Platform, safeguards digital advertising with comprehensive purpose-built solutions that give control against ad fraud, malvertising and ad quality. HUMAN combines advanced detection techniques, hacker intelligence, collective protection, and our unprecedented visibility across the programmatic ecosystem to deliver actionable insights that bring transparency and marketplace trust.

HUMAN's tiered offerings allow customers to select one or multiple solutions to solve the challenges facing their programmatic efforts.



AD FRAUD SENSOR

Detect ad fraud post-bid to increase inventory transparency and protect revenue



AD FRAUD DEFENSE

Safeguard digital advertising with pre-bid controls to ensure ads reach real humans across all channels



MALVERTISING DEFENSE

Protect against malvertising attacks executed through the programmatic ecosystem through technical and behavioral analysis



AD QUALITY DEFENSE

Ensure ad quality by proactively removing low-quality and non-compliant digital ads before they ever reach the bidding stage

HUMAN CUSTOMER

“Fighting fraud requires more than simple measurement. HUMAN’s focused and unique approach and the reporting of IVT is a major reason we originally started our partnership.”

MANAGING DIRECTOR

yieldmo

KEY CAPABILITIES



Unparalleled Accuracy:

Real-time detection and mitigation relies on technical analysis of each impression, not solely on behavioral modeling or static lists



Holistic Protection:

Only company to offer leading solutions for detection and protection against ad fraud, malvertising and ad quality issues



Deterministic Decisions:

Impressions are only flagged or filtered when there is absolute certainty that the traffic is invalid, meaning fewer false positives or negatives



Granular Control:

Strengthen your inventory by going beyond fraud to scan, filter and measure suppliers, creatives and landing pages for violations of industry or quality standards



Reduced Latency:

Pre-bid auction responses in 12 milliseconds or less, meaning there is no added latency to the programmatic transaction



Actionable Insights:

Details that do more than just measure fraud, helping clients stay ahead of today's most sophisticated and emerging threats

BENEFITS



PREVENT LOSSES DUE TO AD FRAUD

Protect inventory from fraud across all channels with either pre-bid mitigation or post-bid detection



ENSURE ADS ARE FREE FROM MALVERTISING

Scan creatives and landing pages for malicious behaviors to prevent malvertising with fewer false negatives



IMPLEMENT AD QUALITY STANDARDS

Filter unwanted advertisers and creatives with sophisticated scanning methods and machine-learning models

THE HUMAN ADVANTAGE

Scale

We verify more than 20 trillion digital interactions weekly across 3 billion unique devices providing unrivaled threat telemetry.

Speed

Our Decision Engine examines 2,500+ signals per interaction, connecting disparate data to detect anomalies in mere milliseconds.

Decision Precision

Signals from across the customer journey are analyzed by 400+ algorithms and adaptive machine-learning models to enable high-fidelity decisioning.

About HUMAN

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform. **To Know Who's Real, visit humansecurity.com.**