Ⅲ HUMAN

Ad Fraud Sensor for Publishers

Protect your inventory from programmatic ad fraud

TRANSACTION ABUSE DEFENSE

Ad Fraud Sensor accurately detects and identifies the presence of fraud within a publisher's programmatic inventory post-bid. HUMAN utilizes advanced detection techniques, hacker intelligence, collective protection, and unparalleled visibility across the programmatic ecosystem to deliver actionable insights that enhance transparency. Ad Fraud Sensor enables publishers to detect fraud and create a trusted buying experience that elevates the value of their inventory.

Ad Fraud Sensor is part of Advertising Protection, a suite of solutions on the Human Defense Platform specifically designed to secure digital advertising.

ENVIRONMENTS IN WHICH WE DETECT FRAUD

DISPLAY

MOBILE WEB

MOBILE IN-APP

CONNECTED TV (CTV)

AUDIO

"Meeting industry standards against fraud is fine, but we have done significantly better with HUMAN. Each fraudulent impression that we stop means more money in our farmers' pockets."

DIGITAL MEDIA LEAD
at Land O' Lakes

LAND ○ LAKES®

BENEFITS

PRECISELY DETECT PROGRAMMATIC AD

Gain visibility into IVT sources with advanced, real-time post-bid detection

PROTECT INVENTORY ACROSS CHANNELS

Verify critical inventory post-bid across media channels with actionable insights

MAXIMIZE INVENTORY VALUE

Remove sources of fraud to improve inventory performance and demand relationships

HOW IT WORKS

IMPLEMENT
by placing tags and establishing connection with the Human Defense Platform

DETECT
for post-bid "human or not" traffic across all impressions

REPORT
on bot traffic with visualizations and historical context within minutes

MITIGATE
with actionable insights that identify fraudulent impressions and sources

KEY CAPABILITIES

Real-time post-bid fraud detection for desktop, mobile web, mobile in-app, connected TV, and audio

Actionable insights offer a comprehensive view of fraudulent activity and a strategic blueprint for effective response

Precise and deterministic decisioning on each tracked incident

Flexible integrations deliver detailed reporting via robust dashboard or data download for use within client systems

Advanced detections based on technical analysis of over 2,500 signals on each impression

White-glove response from both technical and customer support teams provide superior coverage

THE HUMAN ADVANTAGE

Scale
We verify more than 20 trillion digital interactions weekly across 3 billion unique devices, the world's largest threat network, providing unrivaled threat telemetry.

Speed
Our Decision Engine analyzes 2,500+ signals across 400 algorithms in a matter of milliseconds to provide a frictionless customer experience.

Decision Precision
With signals gathered across the customer journey, we employ advanced machine learning to detect and mitigate sophisticated threats and fraud schemes in real time.

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.