

# Ad Fraud Sensor for Platforms

Protect your inventory from programmatic ad fraud

## AD FRAUD SENSOR

Ad Fraud Sensor precisely detects and identifies post-bid the presence of fraud within ad tech platforms' programmatic inventory. HUMAN combines advanced detection techniques, hacker intelligence, collective protection, and our unprecedented visibility across the programmatic ecosystem to deliver actionable insights that bring transparency. Ad Fraud Sensor increases inventory transparency, ensures marketplace trust, and protects revenue by ensuring ads reach real humans.

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

**“With HUMAN’s leading solution, we feel confident that our partners are fully protected and secured as they grow their audience base.”**

**CHIEF BUSINESS OFFICER**  
at Rise

**\*RISE**

## BENEFITS



### PRECISE DETECTION OF PROGRAMMATIC AD FRAUD

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



### PROTECT YOUR INVENTORY ACROSS CHANNELS

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



### MAXIMIZE INVENTORY VALUE

Identify fraud sources to improve inventory performance and create a trusted buying ecosystem

## HOW IT WORKS



### IMPLEMENT

by placing tags and establishing connection with the Human Defense Platform



### DETECT

with post-bid "human or not" traffic across all sampled impressions



### REPORT

on bot traffic with visualizations and historical context within minutes



### REACT

with actionable insights that identify fraudulent impressions and sources

## KEY CAPABILITIES



**Real-time** post-bid fraud detection for desktop, mobile web, mobile in-app, CTV, 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 a robust dashboard or data download for use within client systems



**Advanced detections** based on technical analysis of over 2,500 signals on all sampled impressions



**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.*