

Ad Quality Defense for Platforms

Deliver More Relevant Inventory

AD QUALITY DEFENSE

Ad Quality Defense enables platforms to proactively remove low-quality and non-compliant digital ads before they ever reach the bidding stage. Protect your ad inventory from content, policy, and technical violations by setting custom standards that ensure your ad inventory remains pristine. Elevate your ad quality and safeguard your reputation with Ad Quality Defense—where quality meets trust in digital advertising.

Ad Quality Defense is part of Advertising Protection, a suite of solutions purpose-built to secure digital advertising.

WHAT WE SOLVE FOR



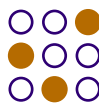
NSFW CONTENT



MISCLASSIFIED ADS



POLICY VIOLATIONS



TECHNICAL VIOLATIONS

“The HUMAN team is truly solving the unsolvable, and as such, we consider them one of our most valuable partners.”

PRODUCT MANAGER at
Curiosity Media



BENEFITS



SUPERIOR DETECTION

Identify ad quality violations with sophisticated scanning methods on creatives and landing pages



GRANULAR CONTROL

Set unique quality standards and configurations to filter unwanted advertisers and creatives



REVENUE PROTECTION

Protect reputation with high-quality inventory by filtering out unsuitable or offensive ad creatives

HOW IT WORKS



SUBMIT

creatives to be scanned from the platform



ANALYZE

creatives and landing pages with sophisticated scanning and ML models for content extraction, classification and technical analysis



FLAG

violations based on configurable engine, ensuring compliance of creatives and landing pages to platform-specific standards



FILTER

using comprehensive results of quality concerns to prevent unwanted ads

KEY CAPABILITIES



Simple Integration via direct API



Behavioral analysis used to identify unwanted creatives



Robust Dashboard displays reporting and insights to make filtering decisions



Pre-bid filtration for unwanted advertisers and creatives based on a host of quality parameters



Configurable user interface provides control over creative settings, rules and reasons for filtration



Continuously updated protection against ad quality violations

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.