HUMAN

HUMAN for Ad Tech Platforms

Protect your content, customers, and revenue with confidence

Billions of ad transactions take place per day, per ad tech platform. Protecting these is critical for platforms to foster a trusted buying experience, protecting brand reputation and revenue.

HUMAN protects advertiser buying experiences at scale from ad fraud, cyber attacks, and malicious activities, from login to bid request to click initiation.

On average, businesses experienced more than

1 Billion

scraping attempts in 2023[1]

INDUSTRY CHALLENGES	HUMAN SOLUTION	
Fraudulent ad impressions due to invalid traffic	AD FRAUD SENSOR	Detect fraud post-bid across channels for retroactive analysis of impressions that have already occurred
	AD FRAUD DEFENSE	Mitigate sophisticated ad fraud before an ad is served to ensure your inventory reaches real humans
Automated content scraping and reposting by fraudsters	SCRAPING DEFENSE	Mitigate scraping bots, while allowing known bots to proceed
Fraudsters hijacking digital advertising to redirect or scam visitors	MALVERTISING DEFENSE	Block malicious ad behavior in digital ad creative through behavioral and technical analysis
Unwanted ads causing content, policy, and/or technical policy violations	AD QUALITY DEFENSE	Prevent unwanted ads by implementing custom ad quality standards
Invalid clicks contaminating billing and campaign performance data	AD CLICK DEFENSE	Detect invalid clicks through advanced behavioral analysis at click-time.
Fraudsters gaining unauthorized access to user accounts, using stored payment methods, and creating fake accounts	ACCOUNT PROTECTION	Minimize security breaches and incidents of fraud with comprehensive account security across pre-, at, and post-login

[1]HUMAN Security - The Quadrillion Report: 2024 Cyberthreat Benchmarks

Case Study

Challenge
Yieldmo needed to ensure mobile ad opportunities were fraud-free while significantly growing supply of ad opportunities.

Solution
Yieldmo proactively protected against fraud while continuing to grow available supply of ad opportunities.

Result
HUMAN reduced IVT by 90% after implementation.

"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 at Yieldmo

Key Capabilities

Deterministic Decisions
Real-time detection and mitigation of ad fraud across environments based on technical analysis of each impression.

Click Behavioral Analysis
Real-time detection and analysis of both SIVT and GIVT click activity through behavioral pattern recognition.

Malvertising Behavioral Analysis
Detects malvertising with unmatched speed and accuracy decreasing the level of false positives.

Unparalleled Accuracy
Detect threats using behavioral analysis and 400+ machine learning algorithms; respond to threats with range of mitigation actions.

Fine-Grained Ad Quality Control
Sophisticated scanning models that detect and filter creatives based on a host of unique parameters.

Monitor the Account Lifecycle
Secure accounts from account creation through post-login account usage, identifying unwanted and suspicious activity.

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.