

HUMAN FOR AD TECH PLATFORMS

Create a trusted ad buying experience



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.

On average, businesses experienced more than **1 billion** scraping attempts in 2023¹

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
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

¹HUMAN 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



Unparalleled Accuracy

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



Malvertising Behavioral Analysis

Detects malvertising with unmatched speed and accuracy decreasing the level of false positives



Monitor the Account Lifecycle

Secure accounts from account creation through post-login account usage, identifying unwanted and suspicious activity



Fine-Grained Ad Quality Control

Sophisticated scanning models that detect and filter creatives based on a host of unique parameters



Preserve Customer Experience

Low latency Enforcer blocks bots at the edge using out-of-band signals and validates 95% of users in under 2ms

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.