

Advertising Protection

Build Trust With Every Programmatic Transaction



Advertising Protection for Platforms

Advertising Protection, a component of the Human Defense Platform, stops fraud before it impacts ad tech platforms. We combine advanced fraud detection, hacker intelligence, and collective protection across our network to safeguard the digital advertising ecosystem. Our unmatched visibility across programmatic advertising helps platforms maintain marketplace trust by detecting and blocking fraud, malvertising, and quality violations in real-time.

HUMAN's tiered offerings allow customers to select one or multiple solutions to solve the challenges facing their programmatic efforts.



AD FRAUD SENSOR

Detect ad fraud post-bid to increase inventory transparency and protect revenue



AD FRAUD DEFENSE

Safeguard digital advertising with pre-bid controls and supply visibility to ensure ads reach real humans across all channels



MALVERTISING DEFENSE

Protect against malvertising attacks through technical and behavioral analysis



AD QUALITY DEFENSE

Ensure ad quality by proactively removing low-quality and non-compliant digital ads



CLICK FRAUD DEFENSE

Detect invalid clicks through advanced behavioral analysis at click-time

HUMAN CUSTOMER

“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

yieldmo

Key Capabilities



Deterministic Decisions:

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



Holistic Protection:

Only company to offer leading solutions for detection and protection against ad fraud, malvertising, ad quality issues, and click fraud



Granular Control:

Strengthen your inventory by going beyond fraud to scan, filter and measure suppliers, creatives and landing pages for violations of industry or quality standards



Click Behavioral Analysis:

Real-time detection of invalid clicks through technical analysis of click patterns and pathways, identifying both malicious fraud (SIVT) and inadvertent invalid clicks (GIVT)



Reduced Latency:

Pre-bid auction responses in 12 milliseconds or less, meaning there is no added latency to the programmatic transaction



Actionable Insights:

Details that do more than just measure fraud, helping clients stay ahead of today's most sophisticated and emerging threats

Benefits

PREVENT LOSSES DUE TO AD FRAUD

Protect inventory from fraud across all channels with either pre-bid mitigation or post-bid detection while providing advanced supply quality transparency

ENSURE ADS ARE FREE FROM MALVERTISING

Scan creatives and landing pages for malicious behaviors to prevent malvertising with fewer false negatives

IMPLEMENT AD QUALITY STANDARDS

Filter unwanted advertisers and creatives with sophisticated scanning methods and machine-learning models

VERIFY EVERY CLICK

Detect both malicious and invalid clicks to protect platform metrics, billing, and reputation

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.

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We ensure that every digital interaction, transaction, and connection is authentic, secure, and human. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information, visit www.humansecurity.com