

HUMAN FOR DIGITAL PUBLISHERS

Protect your content, customers, and revenue with confidence

For publishers, protecting owned websites and applications is critical. Disruptive ad fraud, content scraping, data contamination, ad quality violations, third-party script incursions, and user account compromises can impact your reputation. Build trust with both users and advertisers with verified, unique inventory and seamless user experiences.

Roughly 1 in every 5 visits to a login page was an ATO attack attempt 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
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
Third-party scripts allowing client-side intrusions on webpages or applications	CLIENT-SIDE DEFENSE	Prevent client-side attacks and leaks, such as formjacking and malicious redirects
Unwanted ads causing content, policy, and/or technical policy violations	AD QUALITY DEFENSE	Prevent unwanted ads by implementing custom ad quality standards
Automated engagements skew data-driven decisions	DATA CONTAMINATION	Block fake website and application engagements and reduce bot generated invalid traffic (IVT) from skewing performance data
Fraudsters gaining unauthorized access to user accounts, using stored credit cards, and abusing promotions	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

Curiosity Media had troubling mobile redirect issues for SpanishDict.com.

Solution

By partnering with HUMAN, they stopped malvertising threats and addressed customer complaints from redirects.

Result

Curiosity Media saw an 80% increase in monthly page views per user.

“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

KEY CAPABILITIES



Deterministic Decisions

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



Fine-Grained Ad Quality Control

Scan and filter creatives to ensure unique ad quality standards are implemented across all platform partners



Malvertising Behavioral Analysis

Detects and blocks malvertising with unmatched speed and accuracy for fewer false positives



Monitor the Account Lifecycle

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



Unparalleled Accuracy

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



Auto-inventory scripts and script actions

Get real-time incident alerts, deep insight into each script's provenance and enable proactive mitigation actions

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.