

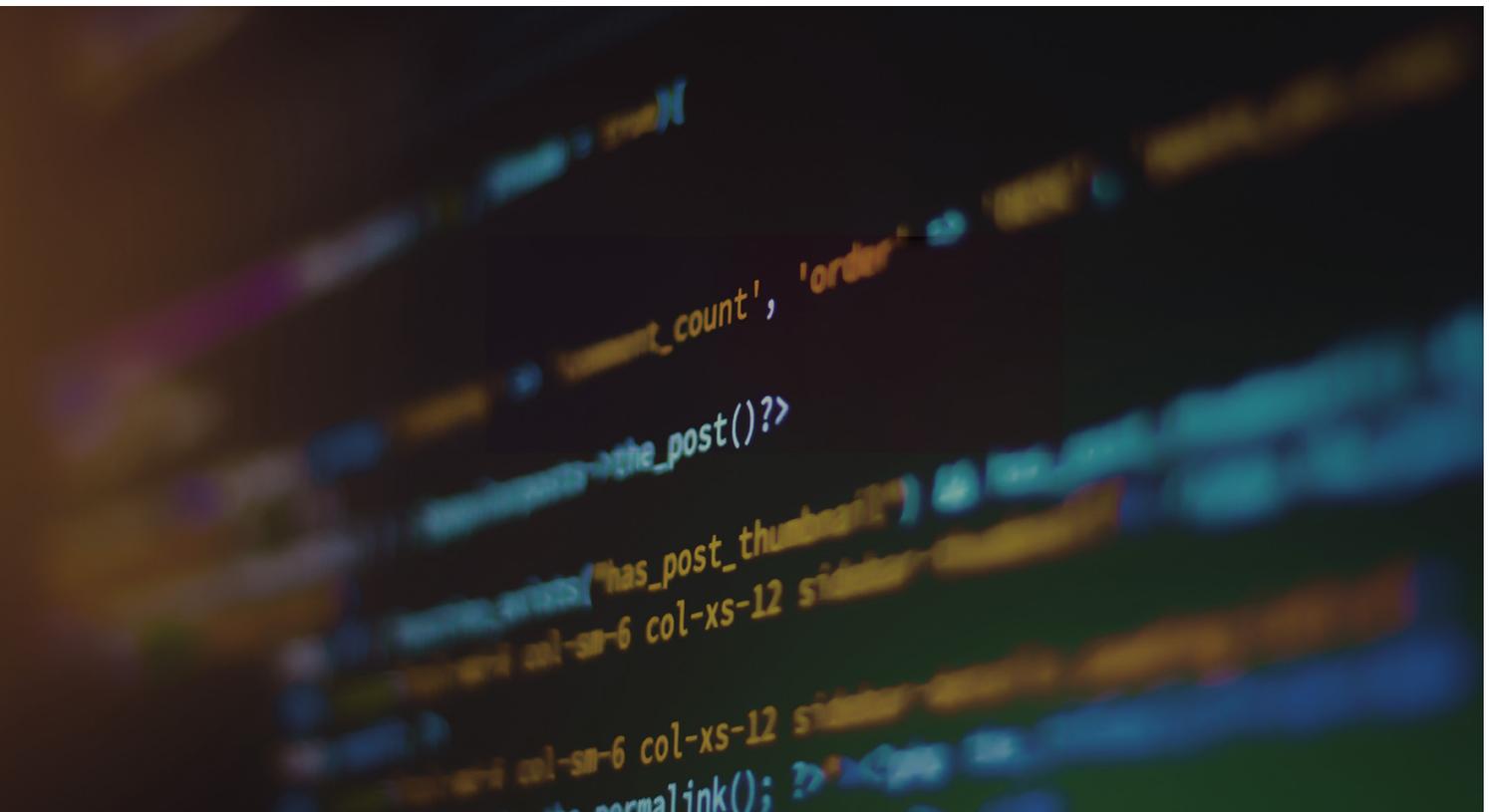
 **HUMAN**

MediaGuard





HUMAN **MediaGuard** provides advertisers with robust detection and prevention capabilities to verify the humanity of advertising efforts across all channels. Using our multilayered detection methodology that relies on session-level analysis of every impression and our collective protection approach that builds upon the community of knowledge, HUMAN more accurately detects and prevents today's dynamic and polymorphic bots. HUMAN MediaGuard helps advertisers ensure that only real humans interact with your advertising.



The adoption of new ways to reach audiences – web, connected TV, native, mobile web and mobile app – has digital ad spending soaring. But with every new destination for advertising comes a wave of fraudsters looking to grab their piece of the pie.

Use Cases

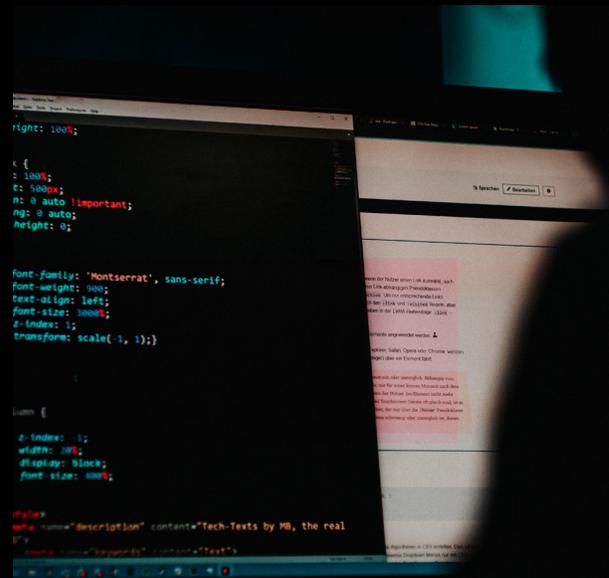


Improve Inventory Quality

Actively prevent invalid traffic across desktop, mobile web, mobile app, and CTV environments in real-time before a bid is ever made on an impression to strengthen reputations with demand partners.

Monitor Supply Sources

Monitor activity from humans and malicious bots across digital impressions to gain insights into inventory quality and take necessary actions with suppliers.



Self Monitoring & Reputation Protection

Proactively monitor for sophisticated bot activity within digital advertising efforts to maximize ad spend and ensure campaigns are only reaching humans.

“Meeting industry standards against fraud is fine, but we have done significantly better following our partnership with HUMAN. Each fraudulent impression that we stop means more money in our farmers’ pockets.”

Brandon Miller

Media Investment Lead
Land O` Lakes

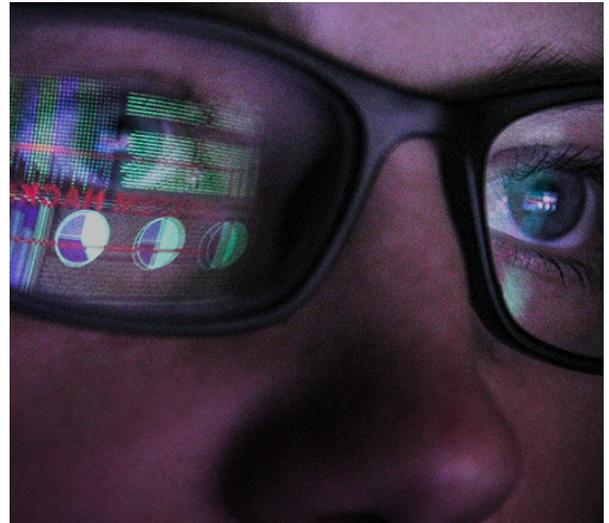
“We partnered with HUMAN to scan every single impression offered through our platform before we ever make a bid on it. With this partnership, we can prevent fraud before it occurs.”

Jeff Green

CEO
The Trade Desk

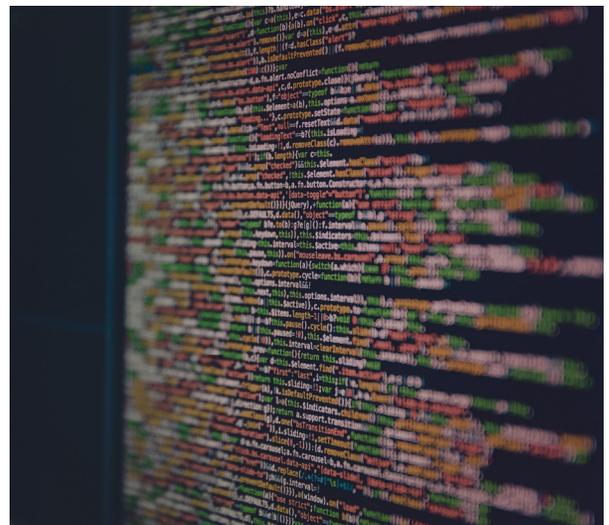
Maximize Inventory Visibility

HUMAN MediaGuard gives advertisers actionable insights into the presence of sophisticated bots within their to ensure each impression only reaches humans.



Protect and Grow Revenue

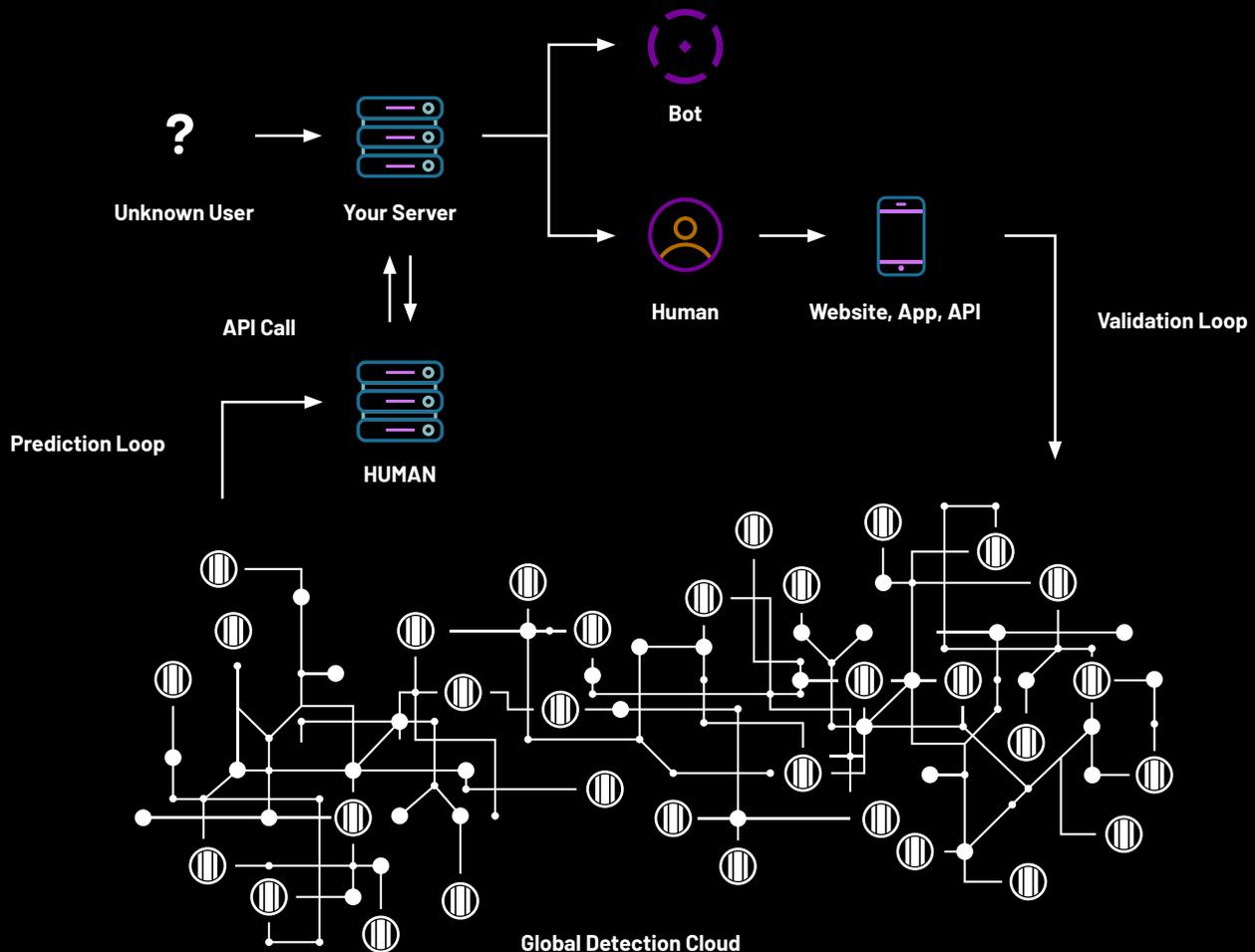
Ad tech platforms using HUMAN MediaGuard block fraud to deliver validated supply, improving trust and transparency with demand partners to increase revenue opportunities.



Improve Inventory Quality

MediaGuard provides advertisers with robust detection and prevention capabilities to verify the humanity of advertising efforts across all channels. Using our multilayered detection methodology that relies on session-level analysis of every impression and our collective protection approach that builds upon the community of knowledge, HUMAN more accurately detects and stops today's dynamic and polymorphic bots. MediaGuard helps advertisers ensure that only real humans interact with your advertising.

Moreover, we don't prevent traffic unless we're sure it's fake, so the humans you want to see your ad will see it, and only the sophisticated bots will get shut down.

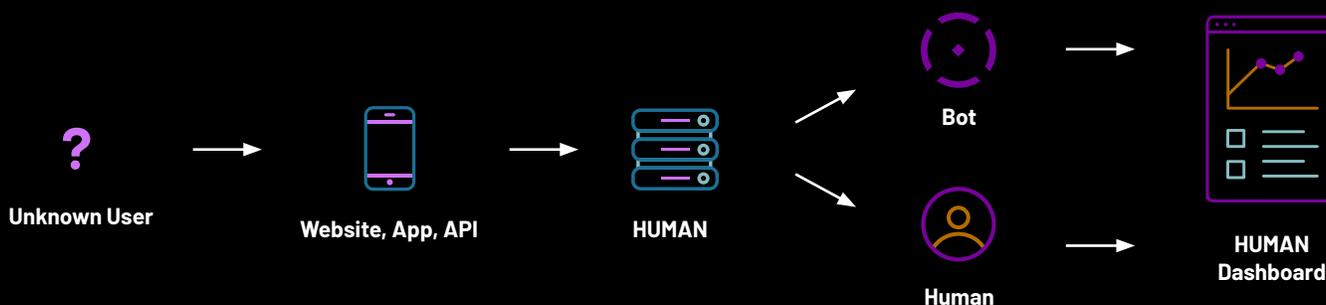


Monitor Supply Sources

Advertising fraud is not a measurement question, but a fundamental cybersecurity issue. HUMAN delivers a full detection payload on every transaction across desktop, mobile web, mobile app, and CTV environments to detect malicious bot activity not just measure it.

Easily deploy within minutes through our JavaScript tag, your software development kit (SDK), or a 1x1 pixel for environments that do not accept JavaScript.

Once detection tags are placed, macros are populated and metadata is sent to the dashboard for immediate action by client.



HUMAN Difference



Unmatched Scale

Seeing 10 trillion transactions each week and more than 300 million devices daily provides unmatched intelligence into sophisticated bots fraud across all channels.



Ultimate Precision

Impressions are only identified as SIVT and prevented when there is absolute certainty traffic is invalid. HUMAN is able to decipher between real humans and sophisticated bots on the same machine.



Unprecedented Accuracy

Monitoring a payload of over 2,500 unique technical tests to provide real-time, deep, and accurate visibility into activity from humans, good bots and malicious bots, even from within the same device on every transaction.



Collective Protection

Working together with over 250 clients worldwide, including some of the largest internet platforms, HUMAN has developed a community knowledge bank to more broadly fight fraud within the ecosystem.

Human Verification™ Engine

Collect Signals

Signal Evasion
Custom Data
Network
Device

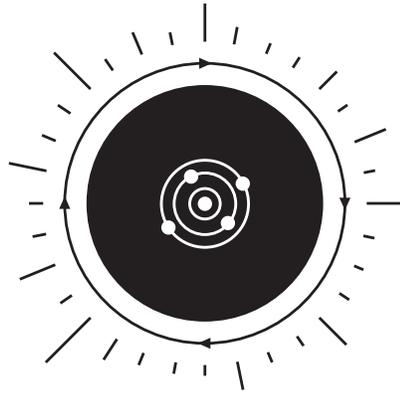
Decision Engine

Classify Events

Bot
Nonstandard
Valid

 Technical Evidence

 Continuous Adaptation



Global Threat Intelligence



Machine Learning



JavaScript or SDK

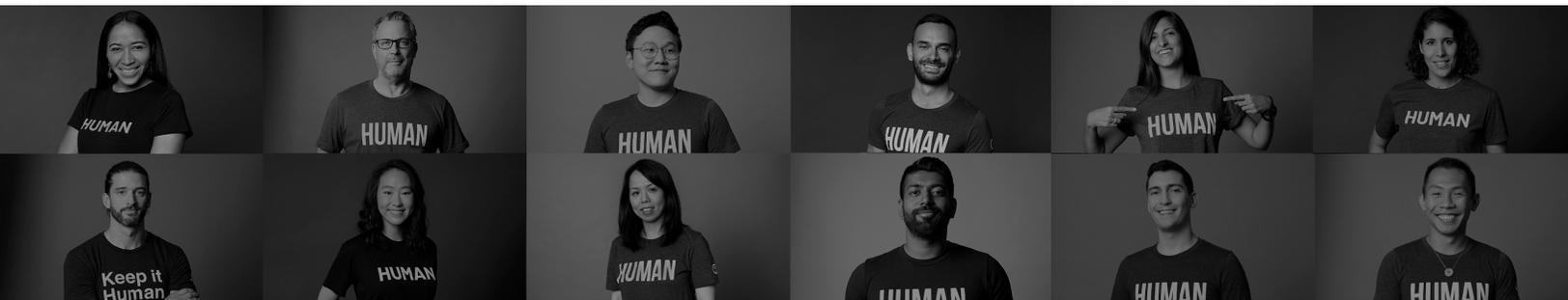
Client



Server Integration

Mitigation

Allow - Delay - Block - Deceive



About Us

HUMAN is a cybersecurity company that protects enterprises from bot attacks to keep digital experiences human. We have the most advanced Human Verification Engine that protects applications, APIs and digital media from bot attacks, preventing losses and improving the digital experience for real humans. Today we verify the humanity of more than 10 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To Know Who's Real, visit www.humansecurity.com.

Know Who's Real

