Ad Fraud Sensor for Publishers

Protect your inventory from programmatic ad fraud

Ad Fraud Sensor

Ad Fraud Sensor accurately detects and identifies the presence of fraud within a publisher's programmatic inventory post-bid. HUMAN utilizes advanced detection techniques, hacker intelligence, collective protection, and unparalleled visibility across the programmatic ecosystem to deliver actionable insights that enhance transparency. Ad Fraud Sensor enables publishers to detect fraud and create a trusted buying experience that elevates the value of their inventory.

Ad Fraud Sensor is part of Advertising Protection, a suite of solutions on the Human Defense Platform specifically designed to secure digital advertising.

Environments in Which We Detect Fraud

DISPLAY

MOBILE WEB

MOBILE IN-APP

CONNECTED TV (CTV)

AUDIO

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

DIGITAL MEDIA LEAD
at Land O' Lakes

LAND O LAKES

Benefits

PRECISELY DETECT PROGRAMMATIC AD FRAUD

Gain visibility into IVT sources with advanced, real-time post-bid detection

PROTECT INVENTORY ACROSS CHANNELS

Verify critical inventory post-bid across media channels with actionable insights

MAXIMIZE INVENTORY VALUE

Remove sources of fraud to improve inventory performance and demand relationships

How It Works

IMPLEMENT
by placing tags and establishing connection with the Human Defense Platform

DETECT
for post-bid "human or not" traffic across all impressions

REPORT
on bot traffic with visualizations and historical context within minutes

MITIGATE
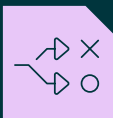with actionable insights that identify fraudulent impressions and sources

Key Capabilities

Real-time post-bid fraud detection for desktop, mobile web, mobile in-app, connected TV, and audio

Actionable insights offer a comprehensive view of fraudulent activity and a strategic blueprint for effective response

Precise and deterministic decisioning on each tracked incident

Flexible integrations deliver detailed reporting via robust dashboard or data download for use within client systems

Advanced detections based on technical analysis of over 2,500 signals on each impression

White-glove response from both technical and customer support teams provide superior coverage

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.