Ad Fraud Defense

Safeguard Your Programmatic Inventory

HUMAN

Ad Fraud Defense

Safeguards digital advertising by giving ad tech platforms pre-bid control of ad fraud to ensure ads reach real humans across all channels. HUMAN combines advanced detection techniques, hacker intelligence, collective protection, and our unprecedented visibility across the programmatic ecosystem to deliver actionable insights that bring transparency and marketplace trust.

Ad Fraud Defense is part of Advertising Protection, a suite of solutions purpose-built to secure digital advertising.

Environments in Which We Detect Fraud

DISPLAY

MOBILE WEB

MOBILE IN-APP

CONNECTED TV (CTV)

AUDIO

> "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

yieldmo

Benefits

PROVIDE TRUSTED INVENTORY

Prevent fraud with real-time pre-bid mitigation across environments in 12ms or less

PROTECT INVENTORY ACROSS CHANNELS

Improve ad performance by safeguarding critical inventory across mobile, desktop, CTV and audio

MAXIMIZE INVENTORY VALUE

Eliminate fraud and increase transparency across all inventory to protect revenue

How It Works

IMPLEMENT

tags or SDK to establish connection with the Human Defense Platform

DECIDE

by tapping into real-time "human or not" decisions from HUMAN

PREVENT

fraudulent bid requests by detecting and mitigating them before a bid is ever made

REPORT

on bot traffic with visualizations and historical context within minutes
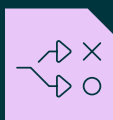
Key Capabilities

Real-time pre-bid analysis of each bid request in 12ms or less

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

Pre-bid filtration of fraud across mobile, desktop, CTV and audio environments

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

Deterministic decisioning delivered automatically through API

Robust Dashboard shows supply source compliance signals to a collection of industry standards

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.