Ad Quality Defense for Publishers

Take control of your inventory quality

Ad Quality Defense

Ad Quality Defense empowers publishers to proactively remove low-quality and non-compliant digital ads before they ever reach the bidding stage. Protect your ad inventory from content, policy, and technical violations by setting custom standards that ensure your ad inventory remains pristine. Elevate your ad quality and safeguard your reputation with Ad Quality Defense—where quality meets trust in digital advertising.

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

What We Solve For

NSFW CONTENT

MISCLASSIFIED ADS

POLICY VIOLATIONS

TECHNICAL VIOLATIONS

"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*

CURIOSITY MEDIA

Benefits

SUPERIOR DETECTION

Identify ad quality violations to ensure adherence of creatives and landing pages to specific standards

GRANULAR CONTROL

Set personalized standards across all partner platforms to filter unwanted advertisers and creatives

REVENUE PROTECTION

Protect reputation with high-quality inventory by filtering out unsuitable or offensive ad creatives

How It Works

INTEGRATE
by placing the JavaScript tag within your site header

SET
quality standards with the dashboard for specific advertisers, domains, or categories

IMPLEMENT
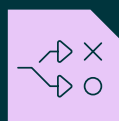header bidder filter in pre-bid across SSP partners based on custom parameters

FILTER
and block creatives flagged for violating quality standards

Key Capabilities

Simple Integration via site header JavaScript tag

Pre-bid filtration for unwanted advertisers and creatives based on a host of quality parameters

Configurable user interface to set creative settings for 5,000 domains, creative IDs, or other parameters without impact to revenue

Continuously updated protection against ad quality violations

Advanced scanning of creatives and landing pages against quality standards

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.