HUMAN

Malvertising Defense for Platforms
Serve Clean Ads

Malvertising Defense

Malvertising Defense safeguards platforms and their publisher clients from malvertising attacks executed through the programmatic ecosystem using technical and behavioral analysis. Platforms are alerted via API to instances of malicious code in creatives and landing pages, allowing them to prevent bad ads from being served. HUMAN's behavioral approach results in superior detection of malicious behavior with lower costly false positive rates.

Malvertising Defense is part of Advertising Protection, a suite of solutions purpose-built to secure digital advertising.
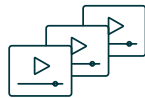
What We Solve For

MALICIOUS ADS

MALICIOUS LANDING PAGES

PIXEL STUFFING

CLOAKED ADS

SCAM ADS

> "We don't even talk about malicious redirects anymore. It's a problem that has simply been completely removed. It truly is a 'set it and forget it' solution."

COO at Venatus

venatus

Benefits

PRECISE DETECTION

Monitor creative samples for malicious activity with real-time behavioral detection

GRANULAR CONTROL

Eliminate malicious creatives to protect reputation and trust with cleaner inventory

STREAMLINED PROTECTION

Implement code and API for automated threat mitigation, enhancing performance and overhead usage

How It Works

RENDER

winning creatives samples via API following the programmatic bidding process
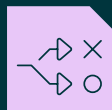
ANALYZE

by deploying HUMAN script on a sampled basis to monitor for malicious activity

BLOCK

any detected malicious ad creatives from being served by activating HUMAN intelligence

Key Capabilities

Behavioral analysis-driven detection offers enhanced protection against malicious actions with greater precision

Robust dashboard enables analysis of aggregate trends, custom reporting, alerting, and visualizations of malvertising activity

Easy Implementation via single-line of code and API that works seamlessly in the background

Continuously updated threat engine keeps protection ahead of emerging malvertising threats

Landing page scans extend protection against malicious activity beyond the ad creative

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.

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We ensure that every digital interaction, transaction, and connection is authentic, secure, and human. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information, visit www.humansecurity.com