HUMAN

Malvertising Defense for Publishers
Take control of your programmatic inventory

Malvertising Defense

Malvertising Defense safeguards publishers and their audiences from malvertising attacks executed through the programmatic ecosystem using technical and behavioral analysis. Publishers utilize page-level code to scan, detect, analyze, and filter malicious behaviors in real-time, allowing for ad impressions to fire while preventing harmful creative from reaching end-users. 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.
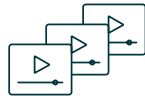
What We Solve For

MALICIOUS ADS

MALICIOUS LANDING PAGES

PIXEL STUFFING

CLOAKED ADS

SCAM ADS

> **"Preserving ad dollars and ad reporting was our number one priority. Malvertising Defense was able to prove that we would never have to sacrifice revenue when choosing to block malicious ads."**
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> ___
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> **PRODUCT MANAGER** *at Curiosity*

Benefits

SUPERIOR DEFENSE FROM MALVERTISING

Prevent malvertising at the page-level with real-time, behavioral detection

GREATER INVENTORY CONTROL

Scan all creatives and eliminate malicious behaviors while allowing ads to render without risking visitors

STREAMLINED PROTECTION

Implement page-level code 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 detection methodology actively scans for malicious activity

Continuously updated threat engine keeps protection ahead of emerging malvertising threats

On-page script provides protection for all ad units on page, including video units

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

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**