HUMAN

Ad Quality Defense for Platforms
Deliver More Relevant Inventory

Ad Quality Defense

Ad Quality Defense enables platforms 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 with sophisticated scanning methods on creatives and landing pages

GRANULAR CONTROL

Set unique quality standards and configurations 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

SUBMIT
creatives to be scanned from the platform

ANALYZE
creatives and landing pages with sophisticated scanning and ML models for content extraction, classification and technical analysis

FLAG
violations based on configurable engine, ensuring compliance of creatives and landing pages to platform-specific standards

FILTER
using comprehensive results of quality concerns to prevent unwanted ads
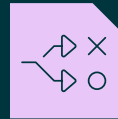
Key Capabilities

Simple Integration via direct API

Behavioral analysis used to identify unwanted creatives

Robust Dashboard displays reporting and insights to make filtering decisions

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

Configurable user interface provides control over creative settings, rules and reasons for filtration

Continuously updated protection against ad quality violations

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.