



MediaGuard

Counter fraud and protect the brands you serve by ensuring quality ad inventory is reaching real humans across all channels and formats

The adoption of new ways to reach audiences - web, connected TV, native, mobile web and mobile app - has digital ad spending soaring. But with every new destination for advertising comes a wave of fraudsters looking to grab their piece of the pie. These fraudsters invade digital advertising, click on ads, and steal advertising spend. When fraudsters invade ad tech platforms they not only steal digital spend from advertisers, they damage inventory reputation and future revenue streams for platforms.

Use Cases

Improve Inventory Quality

Actively prevent invalid traffic across desktop, mobile web, mobile app, and CTV environments in real-time before a bid is ever made on an impression to strengthen reputations with demand partners.

Monitor Supply Sources

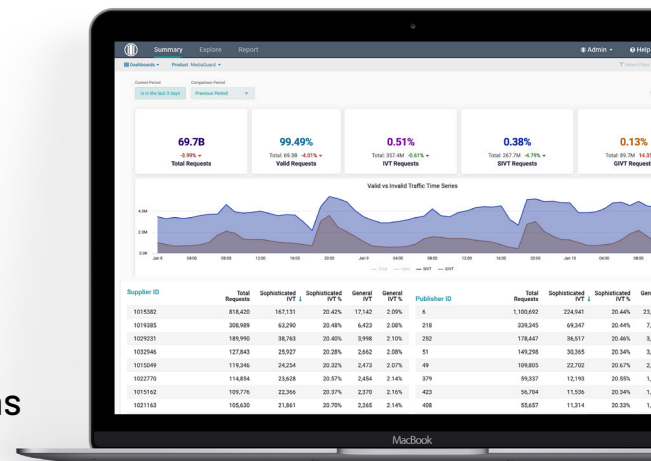
Monitor activity from humans and malicious bots across digital impressions to gain insights into inventory quality and take necessary actions with suppliers.

Self-Monitoring & Reputation Protection

Proactively monitor for sophisticated bot activity within digital advertising efforts to maximize ad spend and ensure campaigns are only reaching humans.

MediaGuard

MediaGuard helps ad tech platforms and media owners increase the trust in their platform by protecting against disruptive ad fraud. This is delivered via robust fraud detection and mitigation technology solutions, built with a combination of technology, machine learning and threat intelligence research capabilities, that ensure their inventory is only reaching real humans across all media channels. The result is inventory free from fraud that is more valuable and with deeper trust by the ecosystem.



“...the **first company to receive MRC accreditation for SIVT solutions** that encompass both the **pre- and post-bid** processes, across desktop, mobile web, in-app, and OTT platforms, clearly speaks to its continued **position at the forefront of this vital industry space.**”

George W. Ivie
Executive Director & CEO, MRC

Benefits for Digital Advertising

Increase Trust

Ensure your digital efforts are only reaching humans by protecting your platforms from sophisticated bots

Improve Quality

Strengthen platform reputation while reducing costs associated with fending off fraud by keeping your platform's ad inventory clean from the start.

Optimize Return

Protect existing revenue from demand partners while attracting new revenue with higher-quality, fraud-free inventory.

How it Works



Implement

Place tags/implement SDK



Decide

Real-time "human or not" decision engine



Prevent

Prevent bots before any bids are ever made



Report

Immediate visualization of bot traffic and context in HUMAN Dashboard

The HUMAN MediaGuard Advantage

Unmatched Scale

Seeing 15 trillion transactions each week and more than 300 million devices daily provides unmatched intelligence into sophisticated bot fraud across all channels.

Unprecedented Accuracy

Sophisticated, multilayered detection methodology, leveraging technical evidence, machine learning, threat intelligence, and continuous adaptation.

Complete Precision

Impressions are only identified as SIVT and prevented when there is absolute certainty traffic is invalid. HUMAN is able to decipher between real humans and sophisticated bots on the same machine.

Key Integrations

Trusted by 85% of programmatic

MediaMath FREEWHEEL
A COMCAST COMPANY

theTradeDesk

xandr yahoo!

gumgum yieldmo

INDEX EXCHANGE

Key Marketplace Integrations

snowflake

awsmarketplace

Powered by the Human Verification Engine

MediaGuard is powered by the Human Verification Engine, which combines technical evidence, machine learning, and continuous adaptation to deliver 'human or not' decisions with unmatched scale, speed, and precision to safeguard your platform and digital advertising transactions.

Every week, we verify the humanity of over 15 trillion interactions by leveraging our distinct observability advantage established by analyzing over a decade's worth of data to provide actionable intelligence and collective protection to our customers, who include the world's top internet platforms.

Our Satori Threat Intelligence and Research Team takes down multiple large-scale attack networks every year, proactively identifying and reverse engineering new threats to inform our detection techniques with new indicators against emerging automated attacks.

About HUMAN

HUMAN is a cybersecurity company that protects enterprises and internet platforms from sophisticated bot attacks and fraud to keep digital experiences human. Our modern defense strategy enables internet-class scale and observability, superior detection techniques and hacker intelligence & takedowns empowering us to defeat your attackers, improving the digital experience for real humans. Today we verify the humanity of more than 15 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To Know Who's Real, visit www.humansecurity.com.