



# HUMAN MediaGuard

Protection for DSPs, SSPs, media owners  
and publishers from digital ad fraud

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.

## MediaGuard enables ad tech platforms, media owners and brands to counter this disruptive fraud by:

**Improving 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.

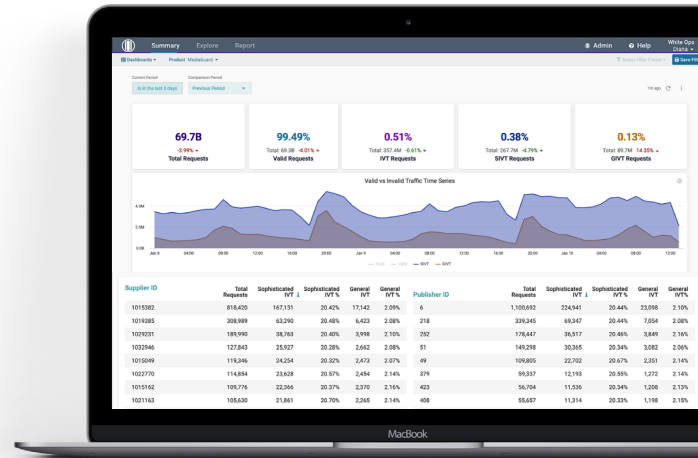
**Monitoring Supply Sources:** Monitor activity from humans and malicious bots across digital impressions to gain insights into inventory quality and take necessary actions with suppliers.

**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 detects and mitigates programmatic ad fraud for platforms, device providers, media owners and advertisers to ensure quality inventory reaches real humans across all channels. Analyzing each impression before a bid ever occurs, MediaGuard enables the ecosystem to trust the evidence-based decisions driving digital advertising.

MediaGuard leverages a modern defense strategy of visibility and network effect to collectively protect the ecosystem and disrupt cybercriminals. It uses superior detection techniques, hacker intelligence, and collective protection to defeat fraud and abuse in digital advertising with unmatched scale, speed, and precision to safeguard digital ad investments and deliver value to the entire 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 businesses

### 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 Advantage

### Unmatched Scale

Seeing 20 trillion transactions each week and more than 300 million unique devices monthly provides MediaGuard customers with unmatched intelligence into sophisticated bot fraud across all channels.

### Collective Protection

Effectively fighting fraud requires all parties to work together. Learnings are shared across all of HUMAN's 400+ clients, meaning a detection event for one is a prevention event for all.

### 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 over 85%  
of programmatic

MediaMath  FREEWHEEL  
A COMCAST COMPANY

 theTradeDesk<sup>®</sup>

 xandr 

 gumgum<sup>®</sup> 

 INDEX EXCHANGE 

## Key Marketplace Integrations

 snowflake  awsmarketplace

## Powered by the Human Defense Platform

HUMAN uses modern defense to safeguard organizations from bot attacks and fraud, increasing ROI and trust while decreasing customer friction, data contamination, and cybersecurity exposure. MediaGuard runs on the Human Defense Platform that powers an award-winning suite of programmatic advertising and application protection solutions enabling organizations to have full visibility and control of their digital presences.

## About HUMAN

HUMAN is a cybersecurity company that safeguards 465+ customers from digital attacks, including bots, fraud and account abuse. We leverage modern defense to disrupt the economics of cybercrime by increasing the cost to cybercriminals while simultaneously reducing the cost of collective defense. Today we verify the humanity of more than 20 trillion digital interactions per week across advertising, marketing, e-commerce, government, education and enterprise security, putting us in a position to win against cybercriminals. Protect your digital business with HUMAN.

To Know Who's Real, visit [www.humansecurity.com](http://www.humansecurity.com).