

# Ad Quality Defense for Publishers

Take control of your inventory quality

## 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



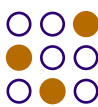
NSFW CONTENT



MISCLASSIFIED ADS



POLICY VIOLATIONS



TECHNICAL VIOLATIONS

**“You should try running the HUMAN script. It’s just a simple line of code. Just plug and play and see if this problem continues to happen once it’s been installed. It typically doesn’t.”**

**CO-FOUNDER** at *Factinate*

*Factinate*

## BENEFITS



### SUPERIOR DETECTION

Identify ad quality violations to ensure adherence of creatives and landing pages to specific standards



### GRANULAR CONTROL

Set personalized standards across all partner platforms 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



### INTEGRATE

by placing the JavaScript tag within your site header



### SET

quality standards with the dashboard for specific advertisers, domains, or categories



### IMPLEMENT

header bidder filter in pre-bid across SSP partners based on custom parameters



### FILTER

and block creatives flagged for violating quality standards

## KEY CAPABILITIES



**Simple Integration** via site header JavaScript tag



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



**Configurable user interface** to set creative settings for 5,000 domains, creative IDs, or other parameters without impact to revenue



**Continuously updated** protection against ad quality violations



**Advanced scanning** of creatives and landing pages against quality standards



**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, the world's largest threat network, providing unrivaled threat telemetry.

### Speed

Our Decision Engine analyzes 2,500+ signals across 400 algorithms in a matter of milliseconds to provide a frictionless customer experience.

### Decision Precision

With signals gathered across the customer journey, we employ advanced machine learning to detect and mitigate sophisticated threats and fraud schemes in real time.

*HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform.*