

# Data Contamination Defense

Prevent fake interactions and ensure accurate analytics

## DATA CONTAMINATION DEFENSE

Data Contamination Defense blocks automated website engagements and fake form fills, reduces bot-generated IVT, and filters out bot traffic from your data. The solution uses advanced machine learning, behavioral analysis, and intelligent fingerprinting to identify bots on web and mobile applications and APIs. It then delivers optimal bot management, including hard blocks, honeypots, and misdirection. Known bots and crawlers are allowed to proceed unimpeded, and bots can be shown alternative content and pricing if desired.

Data Contamination Defense is part of Application Protection, a suite of solutions purpose-built to secure web and mobile applications from a range of cyberthreats.

## WHAT WE DEFEND AGAINST



**FAKE LIKES AND SOCIAL INTERACTIONS**



**SPAM COMMENTS AND REVIEWS**



**FAKE FORM FILLS**



**BOT-GENERATED INVALID TRAFFIC**



**ROYALTY FRAUD**



**SKEWED ANALYTICS**

**“We can trust our data and analytics with HUMAN’s bot mitigation solution. With HUMAN, you just set it and forget it – and have peace of mind.”**

**VP OF E-COMMERCE**  
*at Samsonite*

**Samsonite**

## BENEFITS



### PROTECT DATA-DRIVEN DECISIONS

Remove bot traffic from your website metrics, so you can have confidence in your reporting



### PRESERVE USER TRUST

Block fake likes, reviews, comments, and form fills, so only real humans interact with your application



### REDUCE BOT-GENERATED IVT

Identify automated traffic sources and stop bots from consuming marketing spend in order to optimize spending

## HOW IT WORKS



### COLLECTS

hundreds of non-PII client-side indicators



### DETECTS

human vs. bot activity using machine learning models



### MITIGATES

bot traffic according to customizable threat response policies



### REPORTS

incident details in intuitive dashboards for easy investigation and analysis



### OPTIMIZES

detections by continuously updating ML models with relevant data

## KEY CAPABILITIES



**Advanced detections** based on behavioral analysis, intelligent fingerprinting, predictive models, and 400+ algorithms



**Seamless integrations** with leading analytics platforms, including Google Analytics and Adobe Analytics



**Mitigation responses** via customer-specific policies to serve hard blocks, honeypots, misdirection, and alternative content/pricing



**Data export** of metrics and logs to Datadog, Splunk, Amazon S3, and other platforms



**Edge Sensor** is your first line of defense to block bots at the edge, the first time they visit your site



**IVT dashboard** displays traffic over time, incident types, and details on top sources of bot-generated invalid traffic

## 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 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.*