Malvertising Defense for Platforms
Serve Clean Ads

MALVERTISING DEFENSE
Malvertising Defense safeguards publishers and their audiences from malvertising attacks executed through the programmatic ecosystem using technical and behavioral analysis. Platforms are alerted via API to instances of malicious code in creatives and landing pages, allowing them to prevent bad ads from being served. HUMAN’s behavioral approach results in superior detection of malicious behavior with lower costly false positive rates.

Malvertising Defense is part of Advertising Protection, a suite of solutions purpose-built to secure digital advertising.

WHAT WE SOLVE FOR

- **MALICIOUS ADS**
- **MALICIOUS LANDING PAGES**
- **PIXEL STUFFING**
- **CLOAKED ADS**
- **SCAM ADS**

“We don’t even talk about malicious redirects anymore. It’s a problem that has simply been completely removed. It truly is a ‘set it and forget it’ solution.”

COO at Venatus

venatus

BENEFITS

- **PRECISE DETECTION**
  - Monitor creative samples for malicious activity with real-time behavioral detection

- **GRANULAR CONTROL**
  - Eliminate malicious creatives to protect reputation and trust with cleaner inventory

- **STREAMLINED PROTECTION**
  - Implement code and API for automated threat mitigation, enhancing performance and overhead usage
Behavioral analysis-driven detection offers enhanced protection against malicious actions with greater precision.

Robust dashboard enables analysis of aggregate trends, custom reporting, alerting, and visualizations of malvertising activity.

Continuously updated threat engine keeps protection ahead of emerging malvertising threats.

White-glove response from both technical and customer support teams provide superior coverage.

Key Capabilities:
- **Behavioral analysis-driven detection**: offers enhanced protection against malicious actions with greater precision.
- **Easy Implementation**: via single-line of code and API seamlessly works in the background.
- **Landing page**: scans extend protection against malicious activity beyond the ad creative.
- **Robust dashboard**: enables analysis of aggregate trends, custom reporting, alerting, and visualizations of malvertising activity.
- **Continuously updated threat engine**: keeps protection ahead of emerging malvertising threats.
- **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.