

# 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.

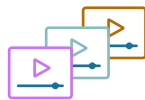
## WHAT WE SOLVE FOR



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*



## 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

## HOW IT WORKS



### RENDER

winning creatives samples via API following the programmatic bidding process



### ANALYZE

by deploying HUMAN script on a sampled basis to monitor for malicious activity



### BLOCK

any detected malicious ad creatives from being served by activating HUMAN intelligence

## KEY CAPABILITIES



### 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



### Easy Implementation

via single-line of code and API seamlessly works in the background that works seamlessly in the background



### Continuously updated

threat engine keeps protection ahead of emerging malvertising threats



### Landing page

scans extend protection against malicious activity beyond the ad creative



### 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.*