Malvertising Defense for Publishers
Take control of your programmatic inventory

MALVERTISING DEFENSE
Malvertising Defense safeguards publishers and their audiences from malvertising attacks executed through the programmatic ecosystem using technical and behavioral analysis. Publishers utilize page-level code to scan, detect, analyze, and filter malicious behaviors in real-time, allowing for ad impressions to fire while preventing harmful creative from reaching end-users. 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

<table>
<thead>
<tr>
<th>MALICIOUS ADS</th>
<th>MALICIOUS LANDING PAGES</th>
<th>PIXEL STUFFING</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLOAKED ADS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCAM ADS</td>
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“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

<table>
<thead>
<tr>
<th>SUPERIOR DEFENSE FROM MALVERTISING</th>
<th>GREATER INVENTORY CONTROL</th>
<th>STREAMLINED PROTECTION</th>
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<tr>
<td>Prevent malvertising at the page-level with real-time, behavioral detection</td>
<td>Scan all creatives and eliminate malicious behaviors while allowing ads to render without risking visitors</td>
<td>Implement page-level code for automated threat mitigation, enhancing performance and overhead usage</td>
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</table>
**Behavioral detection** methodology actively scans for malicious activity.

**Continuously updated** protection against ad quality violations.

**On-page script** provides protection for all ad units on page, including video units.

**Easy Implementation** via single-line of code that works seamlessly in the background.

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

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

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**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._