



# HUMAN Malvertising Defense

## Keep Ads Honest to Safeguard Platforms From Malicious Ads

Safeguarding the user experience and maintaining low bounce rates are the keys to successful advertising campaigns. But the programmatic advertising ecosystem has become a prime target for cybercriminals looking to attack audiences through harmful advertisements, or **malvertisements**.

Malware attacks can wreak havoc on platform revenue, ruin brand reputations, and harm visitors to publisher sites. As the programmatic digital advertising marketplace continues to grow and evolve, so too will the threat of malvertising. Modern defense strategies and preventative solutions are needed to protect the ecosystem from these threats.

### HUMAN Malvertising Defense

HUMAN Malvertising Defense safeguards platforms from attacks executed through the digital advertising ecosystem. Using behavioral analysis, HUMAN delivers superior detection of malicious behavior in creatives with lower false positive rates, and less added latency than traditional blocklist techniques.

When the programmatic bidding process completes, HUMAN Malvertising Defense wraps the winning creative and behaviorally scans it for malicious behavior. Platforms are alerted whenever malicious activity is identified in either the creative or associated landing page. This empowers platforms to completely block the malicious creative from being served to programmatic or publisher clients.

#### Protection against:



**Malicious Ads**



**Malicious Landing Pages**



**Cloaked Ads**

HUMAN Malvertising Defense disrupts ROI, preventing fraudsters from capitalizing on ad tech platform activity. It raises the cost for attackers while reducing the cost of collective defense across platforms, websites, and mobile applications globally.



**"If malicious redirects or bad ads are a problem for you, then that problem is instantly solvable by implementing HUMAN Malvertising Defense. It is that simple. 100% effective."**

— COO, Venatus Media

### Benefits for Digital Businesses

#### Stop Malvertising Attacks

Automatic behavioral detection identifies and prevents malicious behavior from hijacking digital ad creative within programmatic transactions.

#### Protect Reputation and Revenue

Eliminating threats with greater precision delivers platforms peace of mind by preventing malicious ads from serving while avoiding costly false positives.

#### Reduce Latency and Overhead

Easily implemented single line of code protects without adding the increased latency of bulky blocklists and threat API eliminates maintenance overhead by automatically updating threat protections.

## How it Works



### RENDER

Winning creatives are rendered within the platform following the programmatic bidding process.



### ANALYZE

Creative is wrapped and scanned for malicious behavior.



### BLOCK

Platforms use intelligence from HUMAN to block malicious ad creative from being served.

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## The HUMAN Advantage

### Greater Precision

Behavioral analysis protects with unmatched speed and accuracy, decreasing false positives and negatives.

### Streamlined

More seamless approach to fighting malvertising with lower added latency than bulky blocklist solutions.

### Reduced Overhead Drain

Easy implementation, automatic updates, and white glove service eases the burden on customer teams.

### Greater Visibility

No one understands the threats better than us as we see more than anyone else across the entirety of ad tech and enterprise use cases

**“HUMAN Malvertising Defense worked exactly as described. Simple, effective, and smart. Following implementation we saw all key financial KPIs improve.”**

— Chief Product Officer, Pub+

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## Powered by the Human Defense Platform

HUMAN uses a modern defense strategy to safeguard publishers, platforms, and audiences from digital advertising attacks to protect reputations and revenue. HUMAN Malvertising Defense runs on the Human Defense Platform, which powers an award-winning suite of application protection solutions enabling full visibility and control of your web and mobile applications, platforms, APIs, ecommerce sites, and digital marketing efforts.

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## About HUMAN

HUMAN is a cybersecurity company that protects organizations by disrupting digital fraud and abuse. We leverage modern defense to disrupt the economics of cybercrime by increasing the cost to cybercriminals while simultaneously reducing the cost of collective defense. Today we verify the humanity of more than 20 trillion digital interactions per week across advertising, marketing, e-commerce, government, education and enterprise security, putting us in a position to win against cybercriminals. Protect your digital business with HUMAN. **To Know Who's Real, visit [www.humansecurity.com](http://www.humansecurity.com).**