

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.

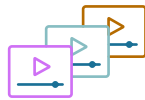
WHAT WE SOLVE FOR



MALICIOUS ADS



MALICIOUS LANDING PAGES



PIXEL STUFFING



CLOAKED ADS



SCAM ADS

“Preserving ad dollars and ad reporting was our number one priority. Malvertising Defense was able to prove that we would never have to sacrifice revenue when choosing to block malicious ads.”

PRODUCT MANAGER at
Curiosity

BENEFITS



SUPERIOR DEFENSE FROM MALVERTISING

Prevent malvertising at the page-level with real-time, behavioral detection



GREATER INVENTORY CONTROL

Scan all creatives and eliminate malicious behaviors while allowing ads to render without risking visitors



STREAMLINED PROTECTION

Implement page-level code for automated threat mitigation, enhancing performance and overhead usage

HOW IT WORKS



RENDER

the ad on page then block malicious activity, firing the ad impression without threat



ANALYZE

all ad units on page to identify malicious behavior within creatives and landing pages



BLOCK

any detected malicious activity within the ad creatives, protecting visitors

KEY CAPABILITIES



Behavioral detection methodology actively scans for malicious activity



Continuously updated threat engine keeps protection ahead of emerging malvertising threats



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



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



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.