HUMAN

HUMAN Malvertising Defense

Keep Ads Honest to Safeguard Users and Revenue

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 site visitors through harmful advertisements, or **malvertisements**.

Malware attacks can wreak havoc on publisher revenue, ruin brand reputations, and harm site visitors. As the programmatic digital advertising marketplace continues to grow and evolve, so 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 publishers and audiences from attacks executed through the digital advertising ecosystem. Using real time technical analysis of each ad render, HUMAN delivers superior detection of malicious behavior in creatives with lower false positive rates, and less added latency than traditional blocklist solutions.

Delivered via page-level code, HUMAN Malvertising Defense protects all ad units on a publisher's site from bad ads delivered from unprotected platforms, including video units. Harmful or deceitful code is identified and blocked after an ad is rendered on site. This ensures malvertisers pay for the impressions, publishers earn their revenue, and audiences never encounter the malicious behavior.

Protection against:

 Malicious Ads

 Malicious Landing Pages

 Cloaked Ads

HUMAN Malvertising Defense disrupts ROI, raising the cost for attackers while reducing the cost of collective defense across millions of websites and mobile applications globally.

> "We were constantly dealing with unhappy readers who were frustrated with redirects, but all of that disappeared once we began using HUMAN Malvertising Defense. Getting up and running was quick and easy, and maintenance is almost non-existent."
>
> — SVP of Revenue Operations, 101 Network

Benefits for Digital Businesses

Stop Malvertising Attacks

Automatic behavioral detection identifies and prevents malicious activity from hijacking digital ad inventory while still allowing ads to render to force malvertisers to pay without reward.

Protect Reputation and Revenue

Eliminating threats with greater precision delivers publishers peace of mind by preventing malicious ads while avoiding costly false positives and negatives.

Reduce Latency and Overhead

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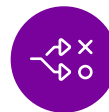
How it Works

RENDER
The only solution that blocks malicious activity after the ad has rendered on page, allowing the ad impression to fire and protecting your site without sacrificing revenue.

ANALYZE
On-page script scans all ad units on the page, including video, to identify potentially malicious behavior within the creative.

BLOCK
Any detected malicious activity within the ad is prevented, protecting site visitors from nefarious behavior while still seeing the ads themselves.

The HUMAN Advantage

Simple Implementation
A single line of code adds page-level protection against malicious ad activity to any publisher website or platform

Make Malvertisers Pay
Forces malvertisers to pay for rendered impressions without allowing their malicious behavior to reach audiences

Continuously Updated
Protection knowledge base updates automatically, defending against evolving threats

Maintenance-Free
Not reliant on blocklists or creative wrapping, so there is no time spent updating lists or managing code to stay ahead of novel threats

> "You should try running the HUMAN Malvertising Defense script. It's 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, Factinate

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.

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.**