Digital advertising has been one of the most appealing targets for cybercriminals. Increasing spend and ever-evolving channels have created plentiful opportunities for fraudsters to profit. With every new destination for advertising comes a wave of fraudsters looking to grab their piece of the pie. HUMAN stops them before a bid ever happens.

HUMAN has partnered with the leading ad tech platforms to combat fraud across the programmatic landscape to restore trust and transparency to the ecosystem. Ad tech platforms using HUMAN maximize their win rates and revenue potential by blocking fraud before the bid and delivering validated supply.
Use Cases

Self Monitoring & Reputation Protection
Proactively monitor for sophisticated bot activity within digital advertising efforts to maximize ad spend and ensure campaigns are only reaching humans.

Protection
Proactively monitor for sophisticated bot activity within digital advertising efforts to maximize ad spend and ensure campaigns are only reaching humans.

Improve Inventory Quality
Actively prevent invalid traffic across desktop, mobile web, mobile app, and CTV environments in real-time before a bid is ever made on an impression to strengthen reputations with demand partners.

Monitor Supply Sources
Monitor activity from humans and malicious bots across digital impressions to gain insights into inventory quality and take necessary actions with suppliers.
“We partnered with HUMAN to scan every single impression – about 9 million a second – offered through our platform before we ever make a bid on it. With this partnership, we can prevent fraud before it occurs.”

Jeff Green - CEO, The Trade Desk

“By combining our own proprietary tools and processes with those of HUMAN, and focusing on measurably superior outcomes, we can identify and avoid fraud and other undesirable activity, allowing our customers to focus on bettering the overall programmatic journey for the end-user.”

Joe Zawadski - CEO, MediaMath
DSPs leverage HUMAN to ensure that their inventory is free from sophisticated bots.

Protect and Grow Revenue
Deliver more reliable results for advertisers with the highest level of human-verified inventory

Minimize Clawbacks and Inefficiency
Avoid middle-man remediation conversations with suppliers and reduce clawback payments to advertisers.

Seamless Experience to Brands and Clients
Remove the burden of fraud protection from clients to deliver a seamless experience for advertisers.
Fighting fraud is not just a feature

Unmatched Scale
Seeing 10 trillion transactions each week and more than 300 million devices daily provides unmatched intelligence into sophisticated bots fraud across all channels.

Unprecedented Accuracy
Monitoring a payload of over 2,500 unique technical tests to provide real-time, deep, and accurate visibility into activity from humans, good bots and malicious bots, even from within the same device on every transaction.

Ultimate Precision
Impressions are only identified as SIVT and prevented when there is absolute certainty traffic is invalid. HUMAN is able to decipher between real humans and sophisticated bots on the same machine.

Collective Protection
Working together with over 250 clients worldwide, including some of the largest internet platforms, HUMAN has developed a community knowledge bank to more broadly fight fraud within the ecosystem.

Ensure Clean Inventory to Buyers
Use HUMAN insights to inform publisher partnerships and take action when necessary.

Reduce Downstream Costs
Prevent fraud before the bid to avoid remediation conversations with publishers and DSPs.

Seamless Experience to Brands and Clients
Ensure that fraudulent supply doesn’t make its way to your buyers.

SSPs utilize HUMAN to protect their reputation and improve their standing with ecosystem partners.

Real-time Pre-Bid Fraud Prevention

Advanced Sophisticated Bot & Invalid Traffic Detection

Visibility & Scale

Collective Protection

Ensure Clean Inventory to Buyers

Reduce Downstream Costs

Seamless Experience to Brands and Clients
HUMAN is a cybersecurity company that protects enterprises from bot attacks to keep digital experiences human. We have the most advanced Human Verification Engine that protects applications, APIs and digital media from bot attacks, preventing losses and improving the digital experience for real humans. Today we verify the humanity of more than 10 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To Know Who’s Real, visit www.humansecurity.com.
Know Who’s Real

HUMAN