At its foundation, advertising is simple: reach desired audiences with key messages to drive desired outcomes. The challenge is that fraud threatens just that. With the rapid expansion of channels such as CTV and audio, every new environment is a new opportunity for fraudsters to follow the money. The influx of new environments, combined with ever-increasing ad spending, gives fraudsters an even greater opportunity. With digital ad spend projected to reach $735B by 2025, fraudsters are exploiting vulnerabilities in the online advertising system, draining advertising budgets, distorting campaign data, and tarnishing brand reputation putting advertisers’ hard work at risk.

HUMAN Programmatic Ad Fraud Defense

HUMAN Programmatic Ad Fraud Defense protects advertisers’ digital investments by reducing waste, increasing human ROI, and enabling optimization by detecting fraud to ensure ads reach real humans. HUMAN provides deep technical analysis and actionable insights in post-bid environments that do more than simply measure the presence of fraud or provide static blocklists that cannot adapt at the fraudsters’ speed.

**Multilayered detection of invalid traffic across environments**
Detects fraud through real-time traffic analysis of sophisticated invalid traffic in post-bid environments across desktop, mobile web, mobile in-app, audio, and Connected TV (CTV).

**Gain transparency into sources of fraud**
Protecting against fraudulent or risky impressions attacking your ad campaigns requires a lot of time, people, technology, and resources. HUMAN provides the deep transparency needed to protect media investments.

**Deep technical analysis of invalid traffic**
Real-time technical analysis of more than 2,500 signals on every impression delivered with post-bid detection to identify the presence of sophisticated invalid traffic. We don’t operate with static allowlists/exclusion lists. Runtime decisioning is verified using HUMAN’s prediction engine, which uses 350+ machine learning algorithms.

“HUMAN is the first company to receive MRC accreditation for SIVT solutions that encompass both the pre- and post-bid processes, across desktop, mobile web, in-app, and OTT platforms, clearly speaks to its continued position at the forefront of this vital industry space.”

— George W. Ivie, Executive Director & CEO, MRC

**Benefits for Digital Advertisers**

**Improve Ad Performance**
Make the most of every dollar by ensuring ads are delivered to real humans

**Reduce Spend Wasted On Fraud**
Reinvest savings of up to 5% of annual advertising budget into valid impressions and click traffic within top-performing sources

**Stop Fraud from Impacting Media Campaigns**
Regain losses and proactively remove IVT sources by gaining transparency into the types of fraud impacting your campaign activity
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.