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, platforms are tasked with protecting advertisers’ investments and providing fraud free inventory or risk reputational and financial damages.

**HUMAN Programmatic Ad Fraud Defense**

Programmatic Ad Fraud Defense increases ad inventory value, ensures advertiser trust, and protects revenue by detecting and mitigating fraud to ensure ads reach real humans. Whether in pre-bid or post-bid architecture, HUMAN provides deep technical analysis and actionable insights that do more than simply measure the presence of fraud or provide static blocklists that cannot adapt at the fraudsters’ speed.

**Prevent sophisticated invalid traffic from infiltrating platforms**
Detect and mitigate sophisticated invalid traffic in real-time before a bid is made at each programmatic transaction across desktop, mobile web, mobile in-app, audio, and Connected TV (CTV).

**Gain transparency into supply paths to protect platform quality**
Fighting fraudulent or risky supply sources that have already entered a platform’s ad inventory requires a lot of time, technology, and resources. HUMAN provides deep transparency into all supply sources to protect the reputation of platforms and ease operational costs fighting fraud.

**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 Platforms

**Provide Trusted Inventory to Advertisers**
Proactively prevent fraud with pre-bid mitigation across environments with real-time analysis of each impression in 12ms or less.

**Stop Fraud at the Source**
Protect existing revenue through increased transparency into all inventory to eliminate fraud and dramatically reduce IVT.

**Increase Demand**
Improve ad performance and advertiser trust by verifying critical inventory across mobile, desktop, CTV and audio environments.

---

[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

---

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.