Ad Fraud Defense

Safeguard Your Programmatic Inventory

**Ad Fraud Defense**

Safeguards digital advertising by giving ad tech platforms pre-bid control of ad fraud to ensure ads reach real humans across all channels. HUMAN combines advanced detection techniques, hacker intelligence, collective protection, and our unprecedented visibility across the programmatic ecosystem to deliver actionable insights that bring transparency and marketplace trust.

Ad Fraud Defense is part of Advertising Protection, a suite of solutions purpose-built to secure digital advertising.

**Environments in Which We Detect Fraud**

- DISPLAY
- MOBILE WEB
- MOBILE IN-APP
- CONNECTED TV (CTV)
- AUDIO

**Benefits**

- **Provide Trusted Inventory**
  Prevent fraud with real-time pre-bid mitigation across environments in 12ms or less

- **Protect Inventory Across Channels**
  Improve ad performance by safeguarding critical inventory across mobile, desktop, CTV and audio

- **Maximize Inventory Value**
  Eliminate fraud and increase transparency across all inventory to protect revenue

“Fighting fraud requires more than simple measurement. HUMAN’s focused and unique approach and the reporting of IVT is a major reason we originally started our partnership.”

**Managing Director**

at Yieldmo

yieldmo
**HOW IT WORKS**

**IMPLEMENT**
tags or SDK to establish connection with the Human Defense Platform

**DECIDE**
by tapping into real-time “human or not” decisions from HUMAN

**PREVENT**
fraudulent impressions by detecting and mitigating them before a bid is ever made

**REPORT**
on bot traffic with visualizations and historical context within minutes

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**KEY CAPABILITIES**

- **Real-time** pre-bid impression analysis in 12ms or less
- **Pre-bid filtration** of fraud across mobile, desktop, CTV and audio environments
- **Deterministic decisioning** delivered automatically through API
- **Actionable insights** offer a comprehensive view of fraudulent activity and a strategic blueprint for effective response
- **Flexible integrations** deliver detailed reporting via robust dashboard or data download for use within client systems
- **Robust Dashboard** shows supply source compliance signals to a collection of industry standards

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**THE HUMAN ADVANTAGE**

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<tr>
<th>Scale</th>
<th>Speed</th>
<th>Decision Precision</th>
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<tbody>
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<td>We verify more than 20 trillion digital interactions weekly across 3 billion unique devices, the world’s largest threat network, providing unrivaled threat telemetry.</td>
<td>Our Decision Engine analyzes 2,500+ signals across 400 algorithms in a matter of milliseconds to provide a frictionless customer experience.</td>
<td>With signals gathered across the customer journey, we employ advanced machine learning to detect and mitigate sophisticated threats and fraud schemes in real time.</td>
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_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._