



HUMAN Programmatic Ad Fraud Defense

Protection against disruptive digital advertising fraud

As web, mobile, and connected TV outlets continue to grow, digital ad spending is soaring. But with every new destination for advertising comes a wave of fraudsters looking to grab their piece of the pie. These fraudsters invade digital advertising, click on ads, and steal advertising spend. When fraudsters invade ad tech platforms, they not only steal digital spend from advertisers, but also damage inventory reputation and future revenue streams for platforms.

HUMAN Programmatic Ad Fraud Defense enables ad tech platforms, device owners, publishers, and advertisers to counter this disruptive fraud.



Actively prevent invalid traffic before a bid is ever made on an impression to strengthen reputations with demand partners.



Monitor activity from malicious bots across digital impressions to gain insights into inventory quality and take necessary actions with suppliers.

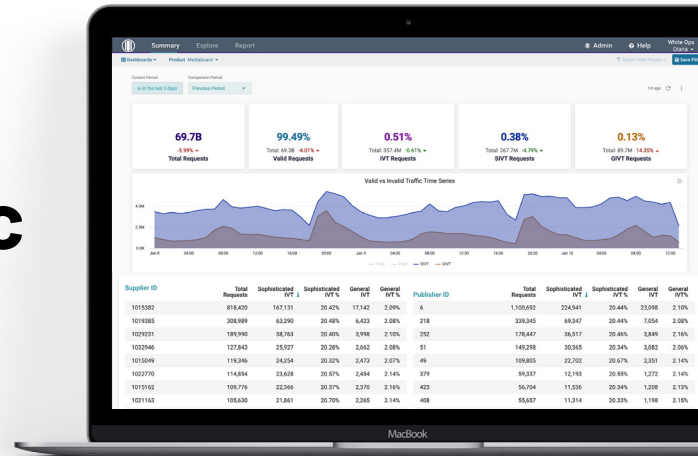


Safeguard valuable CTV investments from the rising threat of disruptive fraud.

HUMAN Programmatic Ad Fraud Defense

HUMAN Programmatic Ad Fraud Defense detects and mitigates disruptive ad fraud in the programmatic ecosystem to ensure quality inventory reaches real humans across all channels. Whether in pre-bid or post-bid implementations, HUMAN provides deep technical analysis and actionable insights that do more than simply measure the presence of fraud. These insights enable the ecosystem to mitigate the threats and change the economics on the cybercriminals.

With Programmatic Ad Fraud Defense, ad tech platforms, device owners, publishers, and advertisers are empowered to trust the evidence-based decisions driving digital advertising. HUMAN uses superior detection techniques, hacker intelligence, and collective protection to defeat fraud and abuse in digital advertising with unmatched scale, speed, and precision.



“[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

Increase Trust

Ensure your digital efforts are only reaching humans by protecting your platforms from sophisticated bots.

Improve Quality

Keep your ad inventory clean from the start to strengthen platform reputation while reducing costs associated with fending off fraud.

Optimize Return

Protect existing revenue from demand partners and attract new revenue with higher-quality, fraud-free inventory.

How it Works



IMPLEMENT

Place tags/implement SDK



DECIDE

Real-time "human or not" decision engine



PREVENT

Prevent bots before any bids are ever made



REPORT

Immediate visualization of bot traffic and context in HUMAN Dashboard

The HUMAN Programmatic Ad Fraud Defense Advantage

Unmatched Scale

HUMAN observes more than 20 trillion transactions each week across 3 billion unique devices monthly, which provides unmatched visibility and intelligence into sophisticated ad fraud across all channels.

Collective Protection

Effectively fighting fraud requires all parties to work together. Learnings are shared across all of HUMAN's 465+ clients, meaning a detection event for one is a protection event for all.

Threat Intelligence

HUMAN's Satori Threat Intelligence team has the device, operating system, and code base expertise to stay ahead of emerging ad fraud threats and successfully take down the operations behind them.

Unprecedented Accuracy

Impressions are only identified as SIVT when there is absolute certainty the traffic is invalid, meaning fewer false positives or negatives. HUMAN is even able to decipher between humans and bot impressions from the same machine.

Key Integrations

Trusted by over 85% of programmatic



Key Marketplace Integrations



Powered by the Human Defense Platform

HUMAN uses a modern defense to safeguard organizations from bot attacks and fraud, increasing ROI and trust while decreasing customer friction, data contamination, and cybersecurity exposure. HUMAN Programmatic Ad Fraud Defense runs on the HUMAN Modern Defense Platform that powers an award-winning suite of programmatic advertising and application protection solutions enabling organizations to have full visibility and control of their digital presences.

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.**