



HUMAN Malvertising Defense

Take Control of Your Ad Inventory to Safeguard Users and Revenue

Malvertising attacks wreak havoc on publisher revenue, ruin brand reputation, harm site users, and redirect visitors to competitor sites. This includes not only malicious ads that install malware on users’ devices, but also poor quality ads from unwanted advertisers.

As publishers increasingly use programmatic digital advertising marketplaces, they are required to give a lot of control to their technology partners. The result is an even greater risk of malvertising attacks and ad quality issues. HUMAN Malvertising Defense is an on-page solution that gives publishers the control to protect against threats and enforce custom policies.

HUMAN Malvertising Defense

Malvertising Defense gives publishers better control of their inventory and safeguards audiences from attacks and unwanted ads, delivered through the digital advertising ecosystem. Using real-time technical analysis of each ad render, HUMAN delivers superior detection of malicious behavior in creatives and landing pages with lower false positive rates, and less added latency than traditional blocklist solutions.

Protection against:



Malicious Ads



Malicious Landing Pages



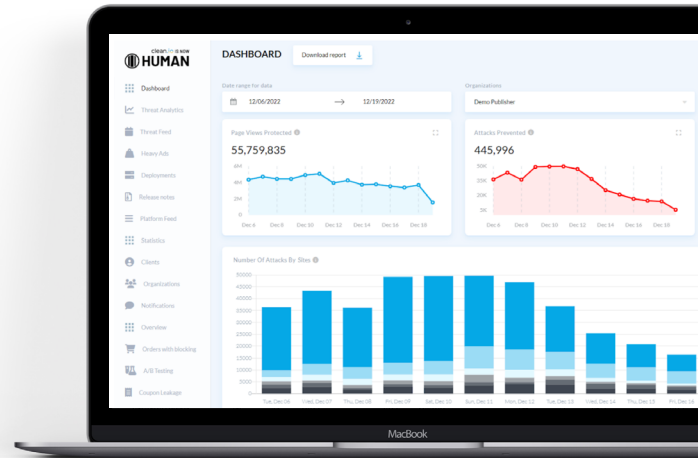
Cloaked Ads



Ad Quality

A page-level tag identifies and blocks harmful or deceitful code after an ad is rendered. This ensures that publisher revenue is earned without audiences encountering the malicious behavior. The tag also integrates with pre-bid auctions to identify and block unwanted advertisers and ads based on a publisher’s unique needs and personalized configuration.

Malvertising Defense takes a modern defense approach to not only block real-time attacks, but also disrupt ROI. The solution raises the cost for attackers while reducing the cost of collective defense across millions of websites and mobile applications globally.



“We were constantly dealing with unhappy readers who were frustrated with redirects, but all of that disappeared once we began using HUMAN Malvertising Defense. Getting up and running was quick and easy, and maintenance is almost non-existent.”

— SVP of Revenue Operations, 101 Network

Benefits for Publishers

Preserve Revenue

Advanced detection and mitigation features prevent malicious activity or unwanted ads, while still enabling ad serving and minimizing disruption to monetization.

Protect Brand Reputation

Preserve user trust by eliminating threats with greater precision, avoiding false positives and negatives, and controlling ad content standards across platforms.

Optimize Performance and Overhead

Easily implemented single line of code protects against malvertising without the added latency or maintenance overhead caused by relying on bulky blocklists.

How Malvertising Defense Works



RENDER

The only solution that blocks malicious activity after the ad has rendered on page, allowing the ad impression to fire and protecting your site without sacrificing revenue.



ANALYZE

On-page script scans all ad units, including video, to identify potentially malicious behavior within the creative and landing pages.



PREVENT

Any detected malicious activity within the ad is prevented, protecting site visitors from nefarious behavior while still showing the ads themselves.



FILTER

Single interface to set unique filtration standards - by specific advertiser or by vertical - at pre-bid across all major SSPs.

The Malvertising Defense Advantage

Simple Implementation

A single line of code adds page-level protection against malicious ad activity and enables quality controls for any publisher website

Make Malvertisers Pay

Forces malvertisers to pay for rendered impressions, without allowing their malicious behavior to reach audiences

Continuously Updated

Protection knowledge base updates automatically, defending against evolving threats

Maintenance-free

Not reliant on blocklists or creative wrapping, so there is no time spent updating lists or managing code to stay ahead of novel threats

“You should try running the HUMAN Malvertising Defense script. It’s a simple line of code. Just plug and play and see if this problem continues to happen once it’s been installed. It typically doesn’t.”

— Co-founder, Factinate

Powered by the Human Defense Platform

Malvertising Defense is part of the Human Defense Platform, which powers an award-winning suite of application protection solutions. The platform uses a modern defense strategy to enable full visibility and control of your web and mobile applications, platforms, APIs, ecommerce sites, and digital marketing efforts. The Human Defense Platform gives customers the flexibility to choose single or multiple modules to combat the specific risks they face. Once one HUMAN solution has been integrated, deploying additional ones requires minimal extra work.

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.