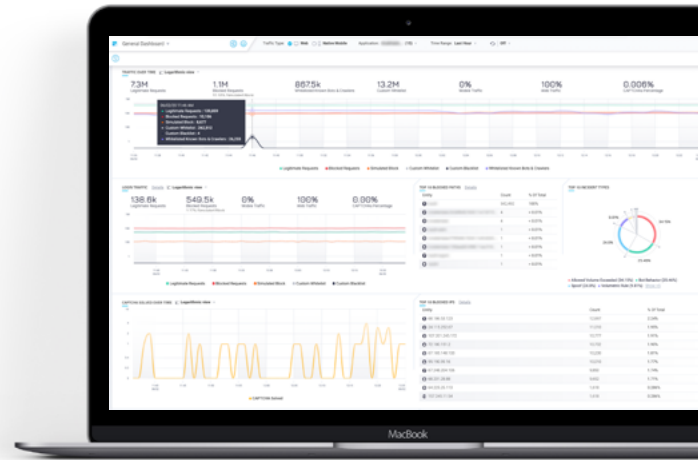




HUMAN Data Contamination Defense



Ensure accurate data and analytics

Sophisticated bots and digital attacks not only pose security issues, but also skew the data driving strategic decisions across your entire business. When bot traffic contaminates website metrics and marketing data, organizations base their plans on a distorted interpretation of how their business appears to them, not what is actually true.

Customers increasingly require personalized experiences online amid rising privacy demands, making first-party data all the more valuable. Creating engaging on-site and marketing experiences requires a deep understanding of your audience. Spammed comments and reviews, fake product interactions, and automated form fills with stolen PII may paint an inaccurate picture of user preferences and engagement. A data-driven decision is meaningless if the data that's driving it is inaccurate.

HUMAN Data Contamination Defense

HUMAN Data Contamination Defense ensures accurate data and analytics. The solution uses behavioral profiles, machine learning models, and real-time sensor data to filter out bot traffic from human traffic. This gives companies confidence that their data assets are accurate and free from fraud.

With improved analytics, businesses can better optimize spending, protect against compliance risks, strengthen product and pricing plans, and create more engaging online experiences for their users. HUMAN Data Contamination Defense gives teams peace of mind and sets them up for success.

“When leads come in and you find out that they’re all fake, it disrupts the entire reporting system.”

Group Director, Programmatic & Analytics
Innocean Worldwide Canada

Benefits for Digital Businesses

Trust Your First-Party Data

Prevent bad data from skewing customer analytics models, so businesses can make smarter decisions.

Limit Exposure to Risk

Avoid compliance, trust, and privacy risks that may arise when bots submit form fills using stolen PII.

Convert More

Create engaging on-site and marketing experiences and make product decisions based on real human interactions, not manipulated content or fake engagement.

How it Works



COLLECT

More than 2500 client-side non-PII signals are collected to determine human versus automated activity for all traffic landing on a site.



DECIDE

Technical evidence is combined with machine learning to deliver decisions with industry-leading speed and accuracy.



PREVENT

Decisions are deployed to downstream marketing systems, automatically preventing identification and profiling of non-human sessions to avoid remarketing and personalization activities.



REPORT

Insights identifying fraudulent traffic sources and destination hotspots are available within minutes in the HUMAN dashboard and popular marketing analytics platforms.

The HUMAN Advantage

Easy to Deploy

Easily configure and deploy via any tag manager within minutes to quickly bring visibility to marketing efforts.

Actionable Insights

Comprehensive dashboard provides insight and control over your metrics.

Protect Downstream Activities

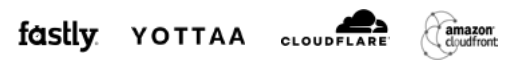
Create and analyze audiences within popular marketing analytics platforms while protecting efforts from remarketing, audience enrichment, and cross-channel attribution systems.

World's Largest Digital Fraud Sensor Network

Observing more than 85% of the global programmatic impressions allows HUMAN to create stronger models of even the most sophisticated fraud threats.

Key Integrations

Edge Integrations (CDN, Cloud)



Application SDK/Middleware



Load Balancers and Web Servers



Serverless and Cloud Frameworks



E-commerce Platforms



Powered by the Human Defense Platform

HUMAN uses a modern defense strategy to safeguard platforms, marketplaces and brand sites from unwanted or fraudulent intrusions to drive stronger customer connections and increased online revenues. The Human Defense Platform, which powers an award-winning suite of application protection solutions enabling full visibility and control of your web and mobile applications, platforms, APIs and digital marketing efforts.

About HUMAN

HUMAN is a cybersecurity company that safeguards 1,200+ brands from digital attacks including bots, fraud and account 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.