HUMAN

HUMAN cleanAD Malvertising Prevention

Safeguard Users and Revenue From Malicious Ads

Safeguarding the user experience and maintaining low bounce rates are the keys to successful advertising campaigns. But the programmatic advertising ecosystem has become a prime target for cybercriminals to spread phishing scams and malware through harmful advertisements, or **malvertisements**.

These kinds of malware attacks can wreak havoc on publisher and platform revenue, ruin brand reputations, and harm site visitors. As the programmatic digital advertising marketplace continues to grow and evolve, so will the threat of malvertising. Modern defense strategies and preventative solutions are needed to protect the ecosystem from these threats.

HUMAN cleanAD

HUMAN cleanAD is an on-page, behavioral malvertising solution that safeguards publishers, platforms, audiences, and advertisers from attacks executed through the digital advertising ecosystem. cleanAD utilizes real time technical analysis of each ad render, rather than traditional sandboxing and blocklist techniques. The solution detects and blocks malicious behavior in ads from reaching audiences when ad impressions fire.

Unlike traditional prevention solutions, cleanAD blocks malicious ad behavior while still allowing the ad to render. This disrupts ROI, raising the cost for attackers while reducing the cost of collective defense. cleanAD safeguards publisher revenue and audience experiences with visibility into more than 125 billion impressions monthly 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 cleanAD. Getting up and running was quick and easy, and maintenance is almost non-existent. What's more, cleanAD gives us the confidence to test new demands quickly and more efficiently, since we know we are completely protected."

SVP of Revenue Operations, 101 Network

Benefits for Digital Businesses

Stop Malvertising Attacks
Automatically detect and prevent malicious behavior from hijacking your ad inventory on every digital impression in real time.

Retain Reputation
Protect brand reputation and user experience by stopping known and novel threats, giving publishers and platforms peace of mind with future-proof protection.

Preserve Revenue and Time
Increase efficiency and retain revenue by allowing ads to fire while blocking malicious behavior, eliminating remediation escalations, manual research for bad ads, and blocklist management.

How it 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
The on-page script analyzes the ad for malicious activity in milliseconds, making it virtually impossible for malvertisers to detect.

BLOCK
Any detected malicious activity within the ad is prevented, protecting site visitors from malicious ads.

The HUMAN cleanAD Advantage

Simple Implementation
A single line of code adds page-level protection against malicious ad activity to any publisher website or platform.

Make Malvertisers Pay
Force 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.

> "If malicious redirects or bad ads are a problem for you, then that problem is instantly solvable by implementing HUMAN Malvertising Defense. It is that simple. 100% effective."

COO, Venatus Media

Powered by the Human Defense Platform

HUMAN uses a modern defense strategy to safeguard publishers, platforms, and audiences from digital advertising attacks to protect reputations and revenue. HUMAN Malvertising Defense runs on 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, ecommerce sites, 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.**