HUMAN

Brand Safety for Platforms
Transparency That Builds Trust Across the Supply Chain

For platforms, Brand Safety isn't just about protection—it's about partnership. Platforms sit at the center of the digital advertising ecosystem, where every classification, impression, and verification decision can impact buyer confidence, publisher monetization, and long-term relationships.

HUMAN's Brand Safety solution offers platforms transparent, explainable, and actionable intelligence that helps you prove the quality of your supply or campaigns, enable safer transactions, and reduce friction between buyers and sellers.

As part of HUMAN's Advertising Protection Suite, our Brand Safety solution enhances your value to both sides of the ecosystem—protecting integrity while empowering smarter decisioning and cleaner supply paths.

What We Solve For

Restoring Trust and Transparency Across the Ad Supply Chain

Reducing Disputes and Friction Between Buyers and Sellers

Enabling Safer, Smarter, More Profitable Transactions

Proving Platform Integrity and Differentiating Through Transparency

Supported Environments

DESKTOP WEB

MOBILE WEB

MOBILE APP

CTV

Benefits

DIFFERENTIATE YOUR PLATFORM QUALITY

Stand out from competitors still using legacy verification. Offer transparency and accuracy others can't match, a tangible competitive advantage when buyers or sellers evaluate platforms.

BUILD BUYER CONFIDENCE AND DEMAND

Transparent brand safety data helps both buyers and sellers transact with greater trust, driving higher CPMs and long-term spend commitments.

REDUCE DISPUTES

Settle classification disagreements quickly with explainable data all parties can review. Less friction, faster resolution, protected relationships.

How It Works

INTEGRATE
Deploy HUMAN's lightweight JavaScript tag across your ecosystem—seamlessly supporting IVT, Viewability, and Brand Safety in one tag.

CLASSIFY
Each impression is evaluated in real time using HUMAN's proprietary AI model, aligned with industry-standard Brand Safety and Suitability categories.

REPORT
Access clear, category-level reporting and measurement data through HUMAN dashboards or APIs—purpose-built for platform workflows.

ACT
Use HUMAN data to enrich inventory scoring, inform auction logic, and prove supply path quality to buyers.

Key Capabilities

Granular, URL-Level Classification
See and share exactly how each impression and page was evaluated—enabling full transparency across supply and demand platforms.
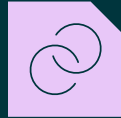
Coverage Where Others Can't Measure
Classify dynamically generated, CTV, and user-generated content environments with HUMAN's instant, context-aware classification technology.

Explainable, AI-Powered Classification
HUMAN's proprietary model is purpose-built for digital advertising environments—delivering higher precision than keyword-based or opaque scoring systems.

Seamless Integration with Platform Workflows
Delivered via a single, unified tag or API feed—HUMAN's Brand Safety data integrates directly into your existing IVT and quality assurance stack with no added latency or complexity.

The Human Advantage

Detection without Blindspots
We verify over 20 trillion interactions weekly across 3 billion devices, connecting global dots to reveal threats others miss across the customer journey.

Intelligence at the Core
Satori isn't just threat intel, it's a team on the front lines. From uncovering global fraud rings to surfacing new attack patterns, every HUMAN decision is powered by real-time insights.

Precision that Performs
>2,500+ signals per interaction. 400+ adaptive models. Decisions in milliseconds. HUMAN turns massive telemetry into high-fidelity decisions you can trust.