HUMAN

HUMAN Agentic Visibility for Brands

See the agent. Understand the journey.

Brands are already feeling the early impact of AI agents: customer journeys are compressing, with fewer human touchpoints, and more agent-driven decisions that shape discovery and conversions. These shifts create uncertainty in attribution, loyalty protection, and media strategies.

Agentic Visibility from HUMAN provides brands with the transparency they need to understand how AI agents are behaving in their digital environments. It detects and classifies AI agents, identifies their trust level, and reports how they engage across properties, loyalty systems, and commerce flows. By shining a light on these interactions, brands gain the transparency required to make smarter media, commerce, and customer experience decisions.

> **According to Gartner®, "[by] 2035, 80% of internet traffic could be driven by AI Agents."**
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> *—Gartner Futures Lab: The Future of Identity, 7 April 2025[1]*

Agentic Visiblity helps with

TRANSPARENCY INTO AGENTIC ACTIVITY ACROSS SITES AND APPS

SEPARATION OF HUMAN VS. AGENT ACTIVITY

SURFACING SIGNS OF FRAUD AND ABUSE IN LOYALTY AND COMMERCE FLOWS

IDENTIFYING SPOOFED OR MALICIOUS AGENTS

MONITOR BENEFICIAL VS. HARMFUL AGENT BEHAVIOR

Benefits

SEE AGENT JOURNEYS

Gain visibility into how AI agents engage with your brand, from discovery through purchase, with clear reporting across every touchpoint.

PROTECT BRAND SIGNALS

Differentiate human vs. agent engagement to preserve the accuracy of reporting and the integrity of brand performance data.

STAY AHEAD OF AI

Turn insights on agent behavior into a competitive edge by anticipating how AI is reshaping customer behavior and journeys.

How It Works

COLLECTS
thousands of behavioral, technical, network, and reputational indicators

DETECTS
identifies and classifies AI agents with trust levels, requests, sessions and paths

REPORTS
how AI agents interact with your properties, loyalty systems and purchase flows
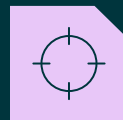
Key Capabilities

Trust level classification to indicate whether an AI agent is likely legitimate, spoofed, or malicious.

AI agent detection and identification including their name, provider, and agent type.

Real-time visibility showing intent, activities, session behavior, and top targeted routes.

Fraud and abuse insights that flag spoofed or malicious agents in loyalty and purchase flows.

Session Journey Mapping reports how agents move through your site or app—which pages they touch, where they start, and how they exit.

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.