

# Viewability for Platforms

At HUMAN, we believe Viewability should go beyond a checkbox metric—it must be verifiable, explainable, and directly linked to specific, identifiable supply attributes. Our Viewability solution cuts through the fog of black-box heuristics by providing transparent, post-bid insights into what was truly seen—after filtering out invalid traffic with our best-in-class IVT detection. Powered by HUMAN's deep expertise in the supply chain, our verification suite delivers clear, actionable signals you can understand and confidently stand behind.

## What We Solve For



WASTED AD SPEND



PERFORMANCE ATTRIBUTION INACCURACY



QUALITY SIGNAL FOR INVENTORY

## Environments supported today

DISPLAY AND VIDEO ACROSS :



DESKTOP WEB



MOBILE WEB



MOBILE APP

## Benefits



### DELIVER FRAUD-FILTERED VIEWABILITY

Report only on impressions seen by real humans – filtering out invalid traffic like stacked ads or spoofed impressions, providing clean, post-bid measurement that buyer and sellers can trust.



### STRENGTHEN ECOSYSTEM RELATIONSHIPS

Deliver transparent, actionable insights that set your platform apart as a trusted, performance-driven partner.



### UNIFIED VIEWABILITY ACROSS DISPLAY AND VIDEO

Measure Viewability seamlessly across both display and video environments.

# How It Works



## IMPLEMENT

A lightweight JavaScript tag into creative



## DETECT

Quality inventory, non-viewable impressions



## REPORT

On Viewability measurement post-bid in a clear, transparent and actionable format



## DECIDE

Which inventory truly drives performance and optimize toward high-quality impressions

# Key Capabilities



### See What Actually Happened—Not Just What Was Served

Post-bid measurement captures whether an ad had a real opportunity to be seen—providing true post-bid performance insights.



### Transparent by Design—Even When Measurement Isn't Possible

When viewability can't be measured, we don't guess or inflate—we clearly flag it, so you always have full transparency in the data you receive.



### Viewability You Can Trust – Backed by the Best IVT Detection

Our viewability metrics are net of IVT, meaning invalid traffic is excluded upfront—so you get clean, accurate insights that reflect true human exposure.



### No Impact on Performance—Built to Stay Fast

Our lightweight JavaScript implementation is designed to seamlessly integrate without slowing down creatives, ensuring smooth delivery and user experience across all environments.



### Reporting

Provide buyers with impression-level TLX detail and aggregate summaries to ensure clarity and alignment.

# 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.

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We ensure that every digital interaction, transaction, and connection is authentic, secure, and human. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information, visit [www.humansecurity.com](http://www.humansecurity.com)