HUMAN

Ad Click Defense for Platforms

Turn Every Click Into Verified Value

Ad Click Defense

Ad Click Defense safeguards advertising platform revenue by detecting invalid clicks in real-time. Unlike alternative solutions that rely solely on device signals or landing page activity, HUMAN's comprehensive approach analyzes actual click or touch behavior with proprietary detection technology. By identifying suspicious patterns in real-time, we help platforms protect revenue and maintain advertiser trust by filtering invalid clicks from compromising campaign performance and measurement.

Ad Click Defense is part of Advertising Protection, a suite of solutions on the Human Defense Platform specifically designed to secure digital advertising.

What We Solve For

BILLLING DISCREPANCIES

DISTORTED PERFORMANCE METRICS

INVALID CLICKS

Benefits

PROTECT MEDIA PERFORMANCE

Detect invalid clicks with real-time detection that preserves campaign effectiveness.

TRANSFORM RISK INTO REVENUE

Minimize billing disputes and optimize spend allocation, so that only legitimate clicks count.

BUILD ADVERTISER TRUST

Give advertisers confidence to scale with transparent, accurate campaign metrics.

How It Works

IMPLEMENT
lightweight JavaScript tag on creative ad unit or one of HUMAN's Scriptless Click IVT solutions.

DETECT
click behavior in real-time to validate authenticity and distinguish genuine user interactions.

REPORT
analytics in a clear, granular, and actionable format.

DECIDE
to exclude invalid clicks from performance metrics and billing.

Key Capabilities

Advanced detections based on real-time behavioral analysis of the click event, predictive models, and 400+ algorithms across the HUMAN Defense Platform.

Threat intelligence adapts in real-time to emerging click fraud schemes, maintaining proactive protection against evolving attack patterns.

Click fraud classification identifies patterns such as automated clicking, click farms, or ghost clicks.

Flexible integrations deliver detailed reporting via dashboard or data download for use within client systems.

Actionable insights offer a comprehensive view of fraudulent activity including subtle indicators of both SIVT and GIVT invalid clicks.

Robust dashboard enables analysis of aggregate trends, custom reporting, alerting, and visualizations of click fraud activity.

The Human Advantage

Scale
We verify more than 20 trillion digital interactions weekly across 3 billion unique devices providing unrivaled threat telemetry.

Speed
Our Decision Engine examines 2,500+ signals per interaction, connecting disparate data to detect anomalies in mere milliseconds.

Decision Precision
Signals from across the customer journey are analyzed by 400+ algorithms and adaptive machine-learning models to enable high-fidelity decisioning.