

Ad Click Defense for Platforms

Turn Every Click Into Verified Value

Ad Click Defense

Ad Click Defense safeguards advertising platform revenue by detecting invalid and unwanted 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.

"Our continued work with HUMAN reinforces our commitment to providing our customers with reliable metrics to help them reach and engage decision makers with confidence and drive meaningful business results."

*VP of Product,
LinkedIn*

What We Solve For



**BILLING
DISCREPANCIES**



**DISTORTED
PERFORMANCE
METRICS**



**INVALID AND
INCENTIVIZED
CLICKS**

Benefits



PROTECT MEDIA PERFORMANCE

Detect invalid and unwanted 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.



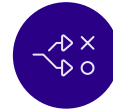
DETECT

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 and unwanted 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.



Continuous monitoring and protection against emerging click fraud schemes through real-time analysis of 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

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 Security is the global leader in Agentic Trust, the emerging discipline that informs and governs how humans, bots, and AI agents operate online. For more than a decade we help enterprises, platforms, and digital ecosystems verify digital interactions and establish trust across the entire customer journey - from first ad impression to final transaction. Powered by one of the world's largest behavioral signal networks, HUMAN analyzes over a quadrillion digital interactions each year to distinguish legitimate activity from fraud, abuse, and automated manipulation. Learn more at www.humansecurity.com