

# Ad Fraud Defense

Safeguard Your Programmatic Inventory

## Ad Fraud Defense

Safeguards digital advertising by giving ad tech platforms pre-bid control of ad fraud to deliver ads to reach real humans across all channels. HUMAN combines advanced detection techniques, hacker intelligence, collective protection, and our unprecedented visibility across the programmatic ecosystem to deliver actionable insights that bring transparency and marketplace trust.

Ad Fraud Defense is part of Advertising Protection, a suite of solutions purpose-built to secure digital advertising.

## Environments in Which We Detect Fraud



DISPLAY



MOBILE WEB



MOBILE IN-APP



CONNECTED  
TV (CTV)



AUDIO

**"Fighting fraud requires more than simple measurement. HUMAN's focused and unique approach and the reporting of IVT is a major reason we originally started our partnership."**

**MANAGING DIRECTOR**  
at Yieldmo

**yieldmo**

## Benefits



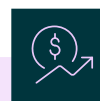
### PROVIDE TRUSTED INVENTORY

Reduce fraud with real-time pre-bid mitigation across environments in 12ms or less



### PROTECT INVENTORY ACROSS CHANNELS

Improve ad performance by safeguarding critical inventory across mobile, desktop, CTV and audio



### MAXIMIZE INVENTORY VALUE

Protect revenue from fraud by increasing transparency across inventory

## How It Works



### IMPLEMENT

tags or SDK to establish connection with the Human Defense Platform



### DECIDE

by tapping into real-time "human or not" decisions from HUMAN



### REDUCE

fraudulent bid requests by detecting and mitigating them before a bid is ever made



### REPORT

on bot traffic with visualizations and historical context within minutes

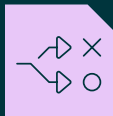
## Key Capabilities



**Real-time pre-bid analysis** of each bid request in 12ms or less



**Actionable insights** offer a comprehensive view of fraudulent activity and a strategic blueprint for effective response



**Pre-bid filtration** of fraud across mobile, desktop, CTV and audio environments



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



**Deterministic decisioning** delivered automatically through API



**Robust Dashboard** shows supply source compliance signals to a collection of industry standards

## 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.

*HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We verify that digital interactions, transactions, and connections are 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 please visit [www.humansecurity.com](http://www.humansecurity.com)*