



# Ad Fraud Sensor for Brands & Agencies

Maximize Digital Ad Campaign Performance

## Ad Fraud Sensor

Ad Fraud Sensor empowers brands and agencies to maximize the impact of their digital advertising campaigns by providing precise, post-bid fraud measurement. Analyze thousands of signals per impression to precisely identify invalid traffic and pinpoint which partners introduce risk, ensuring your media dollars drive real outcomes.

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

**"Meeting industry standards against fraud is fine, but we have done significantly better with HUMAN. Each fraudulent impression that we stop means more money in our farmers' pockets."**

**DIGITAL MEDIA LEAD**  
*at Land O' Lakes*

## Environments in Which We Detect Fraud



DISPLAY



MOBILE WEB



MOBILE IN-APP



CONNECTED  
TV (CTV)



AUDIO

## What We Solve For



INEFFICIENT  
MEDIA SPEND



EVASIVE AD  
FRAUD



INVALID  
TRAFFIC

## Benefits



### STAY AHEAD OF THREATS

Uncover anomalies, invalid traffic, and suspicious patterns with operational data designed to drive action giving full visibility into your media quality.



### OPTIMIZE MEDIA SPEND

Continuously improve efficiency by eliminating fraudulent sources so budgets are allocated where they perform best.



### INCREASE CAMPAIGN ROI

Direct more ad dollars toward real customers, driving stronger performance and higher return on investment.

## How It Works



### DEPLOY

a lightweight JavaScript (or 1x1 pixel) tag on each ad impression to trigger real-time measurement.



### DETECT

every impression event with deterministic, event level analysis - instantly distinguishing General IVT from Sophisticated IVT using evidence-based heuristics.



### REPORT

near-real-time analytics through a granular dashboard or exportable CSV/JSON, complete with domain/app, campaign, and supplier among other fields.



### TAKE CONTROL

by identifying sources of invalid impressions quickly, giving you the power to protect media investments and improve spend efficiency.

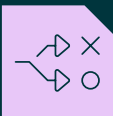
## Key Capabilities



**MRC-Accredited, Impression-Level IVT Detection** across desktop, mobile web, in-app, and CTV environments, covering both GIVT and SIVT with industry-leading precision.



**Actionable insights** with customizable drill-downs, trend analysis, and real-time notifications to proactively manage risk and reconcile traffic quality.



**Advanced detections** based on technical analysis of over 2,500 signals on each impression.



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



**Comprehensive Fraud Classification** that flags patterns from basic bots to human-driven manipulation, delivering clear, actionable insights on both subtle and overt threats.



**White-glove** response from both technical and customer support teams provide superior coverage

## 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 enable trusted interactions and transactions across the full spectrum of online actors: humans, bots and AI agents. For more information please visit [www.humansecurity.com](http://www.humansecurity.com).*