

Ad Fraud Sensor for Platforms

Protect your inventory from programmatic ad fraud

Ad Fraud Sensor

Ad Fraud Sensor precisely detects and identifies post-bid the presence of fraud within ad tech platforms' programmatic inventory. HUMAN combines advanced detection techniques, hacker intelligence, collective protection, and our unprecedented visibility across the programmatic ecosystem to deliver actionable insights that bring transparency. Ad Fraud Sensor increases inventory transparency, enables marketplace trust, and protects revenue by ensuring ads reach real humans.

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

Environments in Which We Detect Fraud



DISPLAY



MOBILE WEB



MOBILE IN-APP



CONNECTED
TV (CTV)



AUDIO

"With HUMAN's leading solution, we feel confident that our partners are fully protected and secured as they grow their audience base."

CHIEF BUSINESS OFFICER
at Rise

***RISE**

Benefits



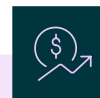
PRECISE DETECTION OF PROGRAMMATIC AD FRAUD

Gain visibility into IVT sources with advanced, real-time and adaptive post-bid detection



PROTECT YOUR INVENTORY ACROSS CHANNELS

Verify critical inventory post-bid across media channels with actionable insights



MAXIMIZE INVENTORY VALUE

Identify fraud sources to improve inventory performance and create a trusted buying ecosystem

How It Works



IMPLEMENT

by placing tags and establishing connection with the Human Defense Platform



DETECT

with post-bid "human or not" traffic across all impressions



REPORT

on bot traffic with visualizations and historical context within minutes



MITIGATE

with actionable insights that identify fraudulent impressions and sources

Key Capabilities



Real-time post-bid fraud detection for desktop, mobile web, mobile in-app, CTV, and audio



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



Precise and deterministic decisioning on each tracked incident



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



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



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

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