SOLUTION BRIEF

HUMAN

Ad Integrity Suite for Agencies

Help clients validate media quality, reduce waste, and bring more transparent reporting into every campaign review.

HUMAN Ad Integrity Suite for Agencies can scale across clients and be defended in the room.

For agencies, verification is not just about measurement. It is about proving rigor across accounts, reconciling platform-reported performance with independent signals, and protecting client trust when media quality questions come up. Ad Integrity Suite gives agencies a unified verification framework across IVT, brand safety, and viewability, so they can standardize workflows, reduce noise, and deliver reporting clients can actually understand.

What We Solve For

1

Cross-campaign inconsistency when different clients, DSPs, or teams rely on different quality assumptions.

2

Pressure to show clients not just outcomes, but the quality of the media that produced those outcomes.

3

Friction caused by false positives, overblocking, and verification logic clients cannot easily interpret.

4

Time lost reconciling disparate measurement systems across vendors and buying platforms.

Benefits

STANDARDIZE VERIFICATION ACROSS ACCOUNTS

Agencies can use one framework for IVT, brand safety, and viewability across multiple clients, reducing process inconsistency across teams, tools, and campaign reviews.

MAKE CLIENT REPORTING EASIER TO DEFEND

A shared measurement model gives agencies a clearer way to explain discrepancies, quality issues, and optimization decisions in QBRs, audits, and day-to-day client conversations.

REDUCE TROUBLESHOOTING TIME

By consolidating quality analysis into one suite, agencies can identify whether issues are rooted in traffic quality, suitability, or viewability without chasing separate vendor outputs.

How It Works



DEPLOY

FraudSensor tags across advertiser campaigns through DSP tags, creatives, or tag managers.



MEASURE

post-bid quality across IVT, brand safety, and viewability using the same implementation.



CONSOLIDATE

outputs into a more consistent agency reporting framework for clients and internal teams.



USE

the findings to validate delivery, improve optimization decisions, and protect agency credibility in QBRs and business reviews.

Key Capabilities



Multi-account measurement framework

The same product architecture can support agency use across multiple advertiser accounts rather than forcing different verification stacks for each client or quality category.



Explainable client-facing outputs

The product direction supports clearer rationale for why impressions were flagged, measured, unmeasured, or out of policy, making reporting easier to stand behind.



Shared telemetry across categories

IVT, brand safety, and viewability all inherit the same event stream and measurement foundation, improving consistency across reporting and reconciliation.



Roadmap fit for more active controls

Internal positioning already connects the suite to future delivery-blocking, targeting, and deeper verification workflows, giving agencies a stronger long-term story than reporting alone.

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***