SOLUTION BRIEF

HUMAN

Ad Integrity Suite for Brands

A unified verification suite for brand marketers who need confidence that media traffic was valid, safe, and viewable.

Modern Verification you can explain, defend, and act on

HUMAN's Ad Integrity Suite delivers a modern Verification layer across Invalid Traffic (IVT), Brand Safety, and Viewability, built on the proven foundation of Ad Fraud Defense and Ad Fraud Sensor.

A single FraudSensor JavaScript tag or 1x1 pixel powers a unified post-bid event stream, enabling IVT, Brand Safety, and Viewability measurement from the same telemetry. Replace fragmented metrics from multiple vendors with one comprehensive suite, a shared measurement layer, and unified outputs that include measurement status, reason codes, and more defensible net-of-IVT quality reporting for marketing leadership, procurement, analytics, and media partners.

What We Solve For

1

Media waste caused by non-human traffic, low-quality supply, and impressions that should never have counted in the first place.

2

Unwanted brand exposure in environments that do not reflect suitability standards or internal brand expectations.

3

Fragmented Viewability and quality metrics that are hard to reconcile, hard to defend, and disconnected from supply reality.

4

Opaque verification reporting that creates executive pressure to justify verification spend with clearer, more actionable outcomes.

Benefits

ONE UNIFIED APPROACH FOR MEDIA QUALITY

Ad Integrity Suite delivers a single framework for IVT, Brand Safety, and Viewability, reducing the complexity of managing multiple vendors, tags, and dashboards.

DEFENSIBLE CAMPAIGN VALIDATION

Evaluate whether impressions were human, suitable, and viewable using one consistent methodology instead of conflicting vendor metrics.

FASTER OPTIMIZATION AGAINST WASTE

Identify the supplies, placements, and campaigns driving fraud, low-quality impressions, or unsuitable delivery, enabling faster optimization decisions.

How It Works



IMPLEMENT

the FraudSensor JavaScript tag or supported measurement tag once across creatives or tag-management workflows.



COLLECT

one shared post-bid event stream for IVT, brand safety, and viewability measurement.



APPLY

verification logic on top of that shared foundation, including invalid traffic detection, suitability outcomes, and viewability metrics.



REVIEW

Review outputs in an advertiser-facing UI built to support campaign validation, optimization, reporting, and make-good discussions.

Key Capabilities



Shared measurement implementation

A single FraudSensor JavaScript tag or supported measurement tag powers IVT, Brand Safety, and Viewability measurement through one unified implementation.



Advertiser-facing controls and workflows

Advertiser-ready workflows such as brand profiles, self-serve tag generation, and dashboards designed for validation, optimization, and reporting.



Post-bid verification across three categories

One implementation supports fraud detection, suitability evaluation, and viewability measurement from the same measurement signals.



Explainable quality outputs

Built with transparency in mind, including clearer decision logic, reason-code visibility, and more explicit reporting for measured and unmeasured inventory.

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***