SOLUTION BRIEF

HUMAN

Ad Integrity Suite for DSPs

Make every bid a quality decision.

A pre-bid targeting layer that brings HUMAN brand safety and viewability controls into campaign setup.

Ad Integrity Suite for DSPs helps buyers make stronger pre-bid decisions with cyber-security grade brand safety and viewability signals, powered by deep bidstream intelligence and industry-leading detection capabilities. Exchange-level IVT protection is delivered separately through Ad Fraud Defense.

Instead of relying only on declared supply inputs such as the raw bid request URL, HUMAN uses richer signals to classify inventory more reliably when supply data is incomplete, misleading, or untrustworthy. The HUMAN approach helps buyers avoid poor-quality inventory before spend, steer budget toward better-performing supply, and reduce the mismatch between pre-bid decisioning and post-bid measurement.

What We Solve For

1

Buyers that want stronger brand safety and viewability controls before bidding decisions are made.

2

Targeting approaches that break down when supply data is missing, shallow, or unreliable.

3

Buyers that need quality controls available directly inside the campaign workflow.

4

DSPs that need to differentiate on transparency, accuracy, and signal quality.

Benefits

FILTER RISK BEFORE SPEND

Apply HUMAN brand safety and viewability controls before the bid, helping buyers qualify inventory before budget is committed.

BUILD BUYER CONFIDENCE IN CONTROLS

Give buyers risk levels, classification context, and relevant URL or app information where available instead of an unexplained segment or score.

DIFFERENTIATE YOUR DSP

Give buyers HUMAN brand safety and viewability controls in workflow, backed by explainable decisions they can trust.

How It Works



INTEGRATE
HUMAN through a standard contextual targeting flow that fits your existing DSP workflow.



RECEIVE
HUMAN brand safety and viewability signals for the inventory buyers are evaluating.



SURFACE
those signals as buyer-facing controls inside campaign setup.



ENABLE
buyers to apply those controls before the bid, helping them qualify inventory before spend.

Key Capabilities



Precise brand safety controls
HUMAN classifies inventory into high-, medium-, and low-risk profiles across 51 languages, giving buyers nuanced control. As of June 2026, that classification has achieved substantially better recall than off-the-shelf LLMs with no meaningful loss to precision, while maintaining the same risk level calibration.



IVT protection by default
Brand safety and viewability are buyerselectable controls. IVT is different: it remains platform-level protection applied separately beneath bidding, so security is the floor rather than an optional segment.



Bid-time accuracy that holds up
HUMAN evaluates inventory using deeper bidstream intelligence, helping targeting decisions stay more reliable even when the raw URL or related fields fall short.



Workflow-native buyer controls
Return HUMAN segments that the DSP can map directly to campaign controls, keeping activation inside the normal buying workflow rather than in a separate verification experience.

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***