SOLUTION BRIEF

HUMAN

Ad Integrity Suite for SSPs

Qualify supply before you package it.

A targeting layer for SSPs and curated marketplaces that applies HUMAN brand safety and viewability signals before inventory is packaged into deals.

Ad Integrity Suite for SSPs fits the contextual targeting model already familiar to the market, enabling curators and exchanges to use those signals to shape supply before it reaches the buyer. Bring cyber-security grade signals into your platform to help decide what inventory deserves a place in your marketplace. Exchange-level IVT protection is delivered separately through Ad Fraud Defense.

The result is a stronger curation story, cleaner packaged supply, and more credible proof that marketplace quality standards are being enforced upstream rather than explained away downstream.

What We Solve For

1. Buyers that want more confidence in the quality of curated and packaged supply.
2. Curators that need stronger controls when deciding what inventory belongs in a deal.
3. Marketplaces that need to keep unsuitable or low-value inventory out before it reaches buyers.
4. SSPs that need to differentiate on transparency, supply quality, and accuracy.

Benefits

DECIDE WHAT ENTERS YOUR MARKETPLACE

Apply HUMAN signals as supply flows in, helping your teams keep unsuitable and low-quality inventory out before it is packaged or promoted to buyers.

CURATE HIGHER CONFIDENCE DEALS

Give curators a stronger basis for deciding what belongs in premium paths, curated marketplaces, and packaged supply offerings.

STRENGTHEN MARKETPLACE INTEGRITY

Back marketplace decisions with explainable quality signals that help you defend your standards to buyers, partners, and internal teams.

How It Works

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

RECEIVE
HUMAN brand safety and viewability signals for inventory being curated or packaged.

APPLY
those signals in curation and deal-building workflows.

SHAPE
the supply that enters your marketplace and passes to buyers through curated deals.

Key Capabilities

Platform-ready contextual integration
Ad Integrity Suite for SSPs fits the contextual targeting pattern SSPs and exchanges already use, making it easier to operationalize within curation and packaging workflows.

Accuracy that holds up
HUMAN uses deeper bidstream intelligence to help classification stay more reliable even when surface-level supply fields are incomplete or misleading.

Brand safety and viewability segments
Apply HUMAN brand safety segments today and viewability segments through the same integration to support inventory qualification and packaged supply decisions.

IVT protection that starts at the exchange layer
For SSPs that deploy Ad Fraud Defense, HUMAN makes IVT protection always on by default at the exchange layer. Brand safety and viewability remain available as additional controls for curators to use in packaging deals.

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***