SOLUTION BRIEF

HUMAN

Ad Integrity Suite Measurement for Platforms

Prove which impressions deserve trust.

Cybersecurity-grade post-bid measurement for IVT, viewability, and brand safety.

Legacy verification was built to grade ads. HUMAN was built to identify threat vectors, and that same detection engine now measures the quality of your inventory: which impressions are real, which are seen, and which are safe.

HUMAN's measurement suite gives platforms a single measurement layer across IVT, brand safety, and viewability. Platforms get explainable outputs and reason codes from one shared deployment.The result is a cleaner quality story for buyers, clearer reporting for internal teams, and a more defensible way to identify supply that is quietly dragging down marketplace performance.

What We Solve For

1. Buyers that want proof that transacted inventory was valid, viewable, and suitable.
2. Quality data that is scattered across tools that never reconcile.
3. Reporting that assumes measurement coverage without showing what was actually measured.
4. Platforms that need quality metrics they can explain to buyers, partners, and internal stakeholders.

Benefits

GIVE BUYERS CLEARER PROOF

Provide quality metrics across IVT, viewability, and brand safety from one shared measurement foundation, making the numbers easier to explain and harder to dispute.

CLEAN UP YOUR SUPPLY

Identify suppliers, placements, and inventory patterns that are undermining quality before they become buyer escalations or marketplace disputes.

FAST TO STAND UP, EASY TO SCALE

Getting measurement live is light lift, and it scales across your whole inventory without added engineering work as your needs grow.

How It Works



Deploy HUMAN measurement across inventory using JavaScript where possible or a 1x1 pixel in more constrained environments.



Measure IVT, viewability, and brand safety against the same traffic foundation.



Review results in HUMAN reporting and downstream exports.



Use the findings to validate inventory quality, answer buyer questions, and identify supply that needs attention.

Key Capabilities



One tag, one number
All three measures come from a single HUMAN deployment against one traffic count, so IVT, viewability, and brand safety reconcile.



Transparency others don't offer
Quality results that can be used in buyer conversations, internal reviews, and supply analysis instead of relying on opaque reporting.



Viewability bolstered by best-in-class IVT
Everyone deducts IVT from viewability. HUMAN ranked #1 in G2's Summer 2026 Bot Detection and Mitigation Report. Because our detection comes from a cybersecurity foundation, we work to ensure your viewable number is cleaner and harder to dispute.



Brand Safety Classification that outperforms LLMs
Brand safety runs on HUMAN's own classification model. Our in-house models have achieved substantially better recall than off-the-shelf LLMs with no meaningful loss to precision, while maintaining the same risk level calibration.

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***