HUMAN

Ad Quality Defense for Platforms

Protect and Manage your Platform's Ad Quality Standards

Ad Quality Defense

Ad Quality Defense enables platforms to proactively remove low-quality and non-compliant digital ads before they ever reach the bidding stage. Protect your ad inventory from content, policy, and technical violations by setting custom standards that ensure your ad inventory remains pristine. Elevate your ad quality and safeguard your reputation with Ad Quality Defense—where quality meets trust in digital advertising.

Ad Quality Defense is part of Advertising Protection, a suite of solutions on the Human Defense Platform specifically designed to secure digital advertising.

What We Solve For



NSFW CONTENT



MISCLASSIFIED ADS



POLICY VIOLATIONS



TECHNICAL VIOLATIONS

"The HUMAN team is truly solving the unsolvable, and as such, we consider them one of our most valuable partners."

PRODUCT MANAGER *at*
Curiosity Media

CURIOSITY MEDIA

Benefits

CUSTOMIZE CREATIVE FILTERS

Configure unique quality standards and settings to filter unwanted advertisers and creatives from reaching partners.

BLOCK NON-COMPLIANT ADS

Identify policy violations with sophisticated scanning methods on both creatives and landing pages to enable future action.

MAXIMIZE REVENUE

Deliver high-quality inventory to clients by filtering out unsuitable or offensive creatives.

How It Works

SUBMIT
creatives to be scanned from the platform.

ANALYZE
creatives and landing pages with sophisticated scanning and ML models for content extraction, classification and technical analysis.

FLAG
violations based on configurable engine, ensuring compliance of creatives and landing pages to platform-specific standards.

FILTER
using comprehensive results of quality concerns to prevent unwanted ads.

Key Capabilities

Simple Integration via direct API.

Advanced Monitoring tools remove low-quality and non-compliant digital ads at the bidding stage with a proprietary scanning engine.

Configurable User Interface set and control your unique filtration rules with a configurable dashboard that explains what's blocked and why.

Multiple Filtering Controls provides flexibility to meet each client's unique quality standards with a host of parameters designed to filter unwanted advertisers and creatives.

Continuously updated protection against ad quality violations.

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 is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform.