

Advertising Protection

Clarity, Control & Trust for Commerce Media Networks

Commerce media spending will surpass \$100 billion by 2028.¹ Networks across retail, travel, dining, entertainment, and financial services are redefining how brands reach high-intent audiences by activating proprietary transaction data and premium environments. But with explosive growth comes heightened risk: ad fraud, malvertising, and new threats from AI can erode data value, diminish media quality, and weaken brand trust.

HUMAN Advertising Protection safeguards commerce media networks with purpose-built solutions that fight fraud and abuse across the advertising supply chain. Powered by an unparalleled threat detection network, HUMAN provides the protection and transparency needed to scale with confidence while protecting your most valuable asset: authentic data.

Protect What Makes Commerce Media Unique



MALVERTISING

Block malicious ads before they reach customers, preserving safe and trusted shopping, booking, and browsing experiences.



AD FRAUD

Detect invalid traffic pre or post-bid to protect brand budgets and improve campaign transparency.



AD QUALITY

Enforce creative standards to keep inventory premium and compliant across all placements.



CLICK FRAUD

Filter fraudulent clicks, including competitor manipulation, that waste brand partner spend and distort attribution.



BRAND SAFETY

Keep ads in brand-safe, contextually relevant environments that enhance the customer journey.



VIEWABILITY

Deliver campaigns in highly viewable placements that drive measurable results and justify premium CPMs.

¹ eMarketer Forecast, July 2025

Key Capabilities



Unparalleled Accuracy:

Real-time detection relies on technical analysis of each impression, not solely on behavioral modeling or static lists.



Holistic Protection:

Comprehensive solutions protecting advertising integrity, media quality, and data security across your commerce network.



Deterministic Decisions:

Impressions are only flagged or filtered when there is absolute certainty, meaning fewer false positives or negatives.



Granular Control:

Strengthen your inventory by going beyond fraud to scan, filter and measure suppliers, creatives and landing pages for violations of industry or quality standards.



Reduced Latency:

Pre-bid auction responses in 12 milliseconds or less, meaning there is no added latency to the programmatic transaction.



Actionable Insights:

Intelligence that helps you stay ahead of sophisticated and emerging threats.

Benefits

PROTECT THE VALUE OF YOUR DATA

Ensure your data remains a trusted foundation for brand partner investment.

ELEVATE MEDIA QUALITY

Enforce rigorous protections against fraud, malvertising, and low-quality ads to preserve the premium value of your network.

STRENGTHEN BRAND PARTNER PERFORMANCE

Deliver the transparency and accountability brands need to measure ROAS, optimize spend, and reinvest with confidence.

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 a leading cybersecurity company committed to protecting the integrity of the digital world. We verify that digital interactions, transactions, and connections are authentic, secure, and human. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information please visit www.humansecurity.com