USE CASE BRIEF

HUMAN

Agentic Commerce

Safely unlock revenue growth from consumer AI agents

AgenticTrust is the trust layer for digital customer experiences. It provides visibility and control over the consumer AI agents acting on behalf of your customers, so you can confidently harness agentic commerce as a new driver of growth. The solution enables brands to detect AI agents, assess trust, and govern how agents interact with web applications. By evaluating the intent behind each agent-initiated interaction, AgenticTrust empowers businesses to enable valuable agent activities, prevent abuse and fraud, and safely integrate AI agents into the customer journey without sacrificing performance, security, or customer trust.

AI driven recommendations convert 4.4x more than traditional search[1]

[1]HUMAN Security *The CISO's Guide to AI and Agentic Traffic*

With AgenticTrust

- **GET VISIBILITY INTO AGENT ACTIONS AND INTENT**
- **ALLOW LEGITIMATE AI ACTIONS**
- **DENY SPOOFED OR MALICIOUS AGENTS**
- **GOVERN AI AGENT ACTIVITY**
- **SAFELY ENABLE AGENTIC COMMERCE AS A NEW REVENUE CHANNEL**
- **DEFEND AGAINST AGENT-DRIVEN FRAUD AND ABUSE**

Benefits

SEE AI AGENT ACTIVITY

Get full visibility into AI agents' actions and intent, so you can understand how consumer AI agents are interacting with your brand and which journeys are driving conversion.

CONTROL AI AGENT ACTIONS

Control if and how consumer agents interact with your site, and stop spoofed and malicious agents that put user trust at risk, protecting both your customers and your brand.

UNLOCK REVENUE GROWTH

Allow verified agents to discover products and make purchases, so you can embrace agentic commerce as a secure growth channel.

How It Works

COLLECTS
thousands of behavioral, technical, network, and reputational indicators

DETECTS
identifies and classifies AI agents with trust levels, requests, sessions and paths

CONTROLS
unwanted, excessive and restricted behaviors according to organizational needs

REPORTS
how AI agents interact with your platform and the route they take across it

ENABLES
new revenue streams from agentic commerce and interactions

Key Capabilities

Real-time visibility. See AI agents' action attempts, their outcomes, top target routes, and blocked or allowed activities.

Granular permission management. Block or allow individual agent actions, such as browsing, logging in, or checking out.

Cryptographic AI agent detection. Verify agents using cryptographic digital signatures that cannot be spoofed.

Fraud and abuse prevention. Defend against spoofed or malicious agents and their activities.

Trust verification. Identify the consumer AI agents on your application, understand their intent, and evaluate trust.

Complete protection. Integrate with HUMAN Sightline to provide holistic visibility, governance, and control across bots, humans, and AI agents.

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. HUMAN analyzes over a quadrillion digital interactions each year to distinguish legitimate activity from fraud, abuse, and automated manipulation. Learn more at humansecurity.com.