

Brand Safety for Advertisers & Agencies

Brand Safety Done Right

At HUMAN, we believe Brand Safety should be transparent, explainable, and actionable—not a black-box score or a blunt blocklist. Our Brand Safety solution, purpose-built for advertisers and agencies gives you clear, category-level insights into where your ads ran and whether they met your brand's suitability standards.

Part of HUMAN's Advertising Protection suite, our Brand Safety solution helps you protect ROI, safeguard reputation, and prove accountability—so you can make every media dollar work harder.

What We Solve For



**PROTECTING
BRAND
REPUTATION**



**EXPOSING
REPORTING
GAPS**



**ELIMINATING
WASTE AND
MISSED REACH**

Supported Environments



**DESKTOP
WEB**



**MOBILE
WEB**



**MOBILE
APP**



CTV

Benefits



MAINTAIN FULL VISIBILITY AND CONTROL

Understand coverage rates, classification basis (e.g., full URL), and full category-level breakouts—so you always know exactly what was measured and why.



SAFEGUARD YOUR BRAND WITH CONFIDENCE

HUMAN's in-house AI model, purpose-built for brand safety, delivers higher accuracy than keyword-based solutions—plus coverage in hard-to-measure environments.



MAXIMIZE BUDGET PERFORMANCE

Identify high quality, brand safe inventory that drives results. Transparent reporting helps you optimize toward effective placements without sacrificing reach.

How It Works



IMPLEMENT

Activate HUMAN's lightweight JavaScript tag.



DETECT

Each impression is evaluated against standard brand safety categories using HUMAN's proprietary AI model and complementary techniques.



REPORT

Receive transparent reporting with classification outcomes, measurement rates, and basis for each decision.



DECIDE

Confidently optimize spend, hold partners accountable, and align campaigns with your brand values.

Key Capabilities



URL-Level Transparency

Get visibility into exactly where your ads ran and which environments met—or violated—your suitability profiles.



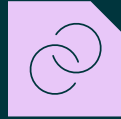
Coverage Where Others Can't Measure

Our novel instant-classification method enables measurement even in hard-to-reach or dynamic environments where competitors fail.



Explainable, AI-Powered Classification

See not just what category was triggered, but why, with HUMAN's purpose-built, explainable model.



Seamless Integration

Delivered through HUMAN's single tag for IVT, viewability, and brand safety—no added complexity or performance trade-offs.

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 ensure that every digital interaction, transaction, and connection is 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, visit www.humansecurity.com