

Fight Fraud in Audio

With $\frac{2}{3}$ of the US population listening to digital audio, audio is growing rapidly alongside rising CPM costs¹. Protecting this inventory is critical for ensuring trust and confidence in audio investments.

Protecting Audio Inventory

Audio has a higher bot rate than CTV, Web, or Mobile Apps

1 in 20

audio bid requests are fraudulent



2+ Billion

bot-based audio requests per month

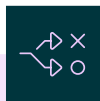
Source: HUMAN Research 2025

Our Solution



ENVIRONMENT CONTEXT

In combination with thousands of data points, HUMAN envelopes each ad request with a robust set of criteria - such as download counts, developer information, and website presence - to identify anomalous behavior.



SSAI EXPERTISE

Leveraging pre-existing expertise in CTV SSAI, HUMAN utilizes advanced techniques to identify and detect fraud in low-signal audio SSAI environments. In 2023, approximately 10-20% of Audio traffic was in the form of SSAI.



AUDITS & DISRUPTIONS

HUMAN's visibility in both non-audio and audio traffic environments enables us to monitor and detect cybercriminals migrating to audio. Our solution identifies exposed and compromised apps, channels, and devices for deeper review.

¹<https://content-na1.emarketer.com/us-digital-audio-forecast-overview-2023>



Apollo is an ad fraud operation centering on **spoofed audio bid requests**, taking advantage of lower visibility on server-side ad insertion (SSAI) traffic commonly used in the audio marketplace.

Apollo accounted for **400 million fraudulent bid requests/day at peak, the highest peak volume of audio-related ad fraud ever uncovered**. Our disruption was conducted in partnership with **The Trade Desk**.

Customers partnering with HUMAN for ad fraud defense are **protected** from Apollo.

10%

of all audio traffic observed by MediaGuard

200M

Bid requests/day presently, after disruption

Staying One Step Ahead

HUMAN partners with the IAB Tech Lab and TAG to define industry standards and advocate for adoption to protect the ever-evolving ecosystem. Current engagements include:



Open Measurement SDK

Pursuing the development of an SDK to enable multiple measurement vendors to extract critical signals for fighting fraud.



TAG Audio Anti-Fraud Working Group Committee

Working with TAG and other ad tech and audio companies to improve standards and detection in the audio ad tech space.

The Human Advantage

Scale

We verify more than 20 trillion digital interactions weekly across 3 billion unique devices providing unrivaled threat telemetry.

Speed

Our Decision Engine examines 2,500+ signals per interaction, connecting disparate data to detect anomalies in mere milliseconds.

Decision Precision

Signals from across the customer journey are analyzed by 400+ algorithms and adaptive machine-learning models to enable high-fidelity decisioning.

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