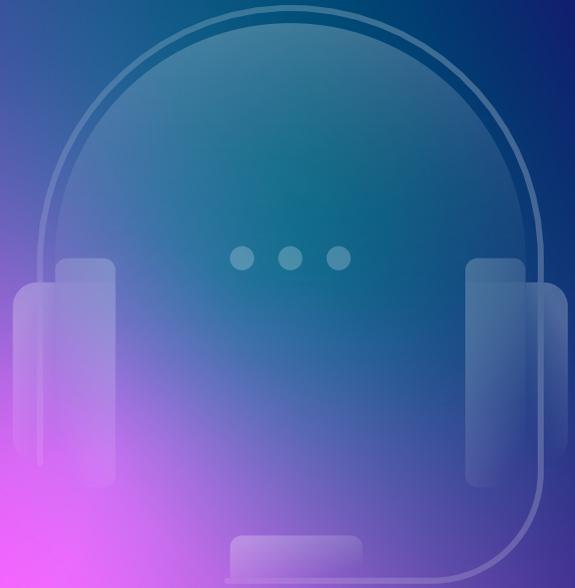




Fight Fraud in Audio

With half of the US population listening to digital audio, audio is growing rapidly alongside rising CPM costs. Protecting this inventory is critical for ensuring trust and confidence in audio investments.



Protecting Audio Inventory

1 in 20

audio bid requests is IVT reflecting a higher rate of IVT than Display, Mobile, or CTV



1+ billion

bot-based audio requests per month

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. Today, approximately 10-20% of Audio traffic comes 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.

Modern Defense for Audio



Visibility

Unparalleled visibility into the digital advertising ecosystem enables us to provide actionable intelligence. We proactively capture signals across the vast majority of internet devices.

HUMAN verifies 20 trillion digital interactions per week across 3 billion unique devices observed monthly.



Disruptions & Takedowns

HUMAN's Satori Threat Intelligence and Research Team uncovers, reverse engineers, and takes down digital fraud and abuse across the digital ecosystem.

HUMAN continuously monitors ongoing threats to the ecosystem, including app spoofing and false claims that traffic is "audio" to capture high CPMs.



Network Effect

Our network effect enables our customers to find and defeat bots better than the competition. We provide collective protection, where a detection for one creates a protection for all.

HUMAN protects some of the world largest streaming platforms, including Pandora.

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.

About HUMAN

HUMAN is a cybersecurity company that protects organizations by disrupting digital fraud and abuse. We leverage modern defense to disrupt the economics of cybercrime by increasing the cost to cybercriminals while simultaneously reducing the cost of collective defense. Today we verify the humanity of more than 20 trillion digital interactions per week across advertising, marketing, e-commerce, government, education and enterprise security, putting us in a position to win against cybercriminals. Protect your digital business with HUMAN.

To Know Who's Real, visit www.humansecurity.com.