SOLUTION BRIEF

HUMAN Agentic Visibility for Brands

See the agent. Understand the journey.

Brands are already feeling the early impact: AI agents are reshaping traffic, discovery, and conversion, compressing customer journeys with fewer human touchpoints and more agent-driven decisions. This creates uncertainty in attribution, loyalty protection, and media strategies.

Agentic Visibility from HUMAN gives marketing and commerce teams a window into the AI-driven internet, providing the transparency they need to see how AI agents are behaving in their digital environments—so they can measure AI-driven traffic and engagement, protect brand signals, and adapt to evolving agentic engagement models.

According to Gartner®, "[by] 2035, 80% of internet traffic could be driven by AI Agents."

Gartner Futures Lab: The Future of Identity, 7 April 2025[1]

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Agentic Visiblity helps with

- **TRANSPARENCY INTO AI-DRIVEN ACTIVITY ACROSS SITES AND APPS**
- **SEPARATION OF HUMAN, BOT, AND AI AGENT ACTIVITY**
- **SURFACING SIGNS OF FRAUD AND ABUSE IN LOYALTY AND COMMERCE FLOWS**
- **IDENTIFYING SPOOFED OR MALICIOUS AGENTS BEFORE THEY CAN ACT**
- **MONITORING BENEFICIAL VS. HARMFUL AGENT BEHAVIOR**

Benefits

SEE AGENT JOURNEYS

Understand how AI agents discover, evaluate, and engage with your brand from first touch to purchase, with clear reporting across touchpoints.

PROTECT BRAND SIGNALS

Differentiate human, bot, and AI agent engagement to protect attribution accuracy, keep performance data clean, and preserve brand signals.

STAY AHEAD OF AI

Turn insights on agent behavior into a competitive edge by seeing how AI agents reshape discovery, engagement, and conversion, to optimize media, commerce, and customer experiences.

How It Works



COLLECTS
thousands of behavioral, technical, network, and reputational indicators across your digital properties.



DETECTS
identifies and classifies AI agents by type and trust level — including their provider and agent category.



REPORTS
how AI agents access and interact with content, loyalty systems, and purchase flow so you can measure AI-driven traffic and engagement.

Key Capabilities



Trust level classification to indicate whether an AI agent is likely legitimate, spoofed, or malicious, helping you distinguish beneficial agents from inauthentic activity.



Fraud and abuse insights that flag spoofed or malicious agents in loyalty and commerce flows before they degrade business performance or trust.



Real-time visibility into behavior and intent showing sessions, activities, and top targeted routes across key workflows such as product discovery, checkout, and loyalty programs.



AI agent detection and identification including their name, provider, and agent type.



Session Journey Mapping that reports how agents move through your site or app — what they crawl, which pages and APIs they touch, where they start, and how they exit.

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. For more than a decade we help enterprises, platforms, and digital ecosystems verify digital interactions and establish trust across the entire customer journey — from first ad impression to final transaction. Powered by one of the world's largest behavioral signal networks, HUMAN analyzes over a quadrillion digital interactions each year to distinguish legitimate activity from fraud, abuse, and automated manipulation. Learn more at ***www.humansecurity.com***