

# Malvertising Defense for Publishers

Take control of your creative delivery

## Malvertising Defense

Malvertising Defense protects publishers from costly malvertising attacks, delivering control over creatives preserving reputation and revenue while securing a safe experience for visitors. Using lightweight page-level code, it evaluates digital creatives and landing pages at run-time, allowing ads to render while blocking malicious behaviors from executing. Audiences are protected, partner trust stays strong, impressions are preserved, and bad actors still pay for the ads. HUMAN's behavioral approach delivers stronger detection with fewer false positives, reduced operational overhead, and less added latency than bulky blocklist-based solutions.

Malvertising Defense is part of Advertising Protection, a suite of solutions purpose-built to secure digital advertising.

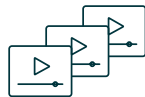
## What We Solve For



MALICIOUS ADS



MALICIOUS LANDING PAGES



PIXEL STUFFING



CLOAKED ADS



SCAM ADS

**"Preserving ad dollars and ad reporting was our number one priority. Malvertising Defense was able to prove that we would never have to sacrifice revenue when choosing to block malicious ads."**

**PRODUCT MANAGER** at  
*Curiosity*

## Benefits



### PROTECT THE ENTIRE PAGE

Identify and prevent malicious behavior in real-time across all creatives, including video, with lightweight, page-level protection.



### SAFEGUARD REVENUE

Eliminate malicious behaviors while allowing ads to render, shielding your visitors and preserving your reputation and revenue.



### STREAMLINED PROTECTION

Enhance performance, without adding overhead or latency, by implementing a single line of code for automated threat protection.

## How It Works



### LOADS

HUMAN's script in advance, positioning it as creatives attempt to render



### ANALYZES

all ad units on page to identify malicious behavior within creatives and landing pages, all at run-time



### BLOCKS

any detected malicious activity within the ad

## Key Capabilities



**Behavioral detection** methodology actively monitors for malicious activity



**Continuously updated** threat engine quickly provides the latest protections automatically, requiring no added client effort



**On-page script** provides protection for all ad units on page, including videos



**Robust dashboard** enables analysis of aggregate trends, custom reporting, alerting, and visualizations of malvertising activity



**Landing page analysis** extends protection against malicious activity beyond the creative on-page



**Proactive investigation and expert threat research** by HUMAN's Malvertising Threat Intelligence team uncovers evolving attacker behavior, keeping protection ahead of emerging threats

## 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.