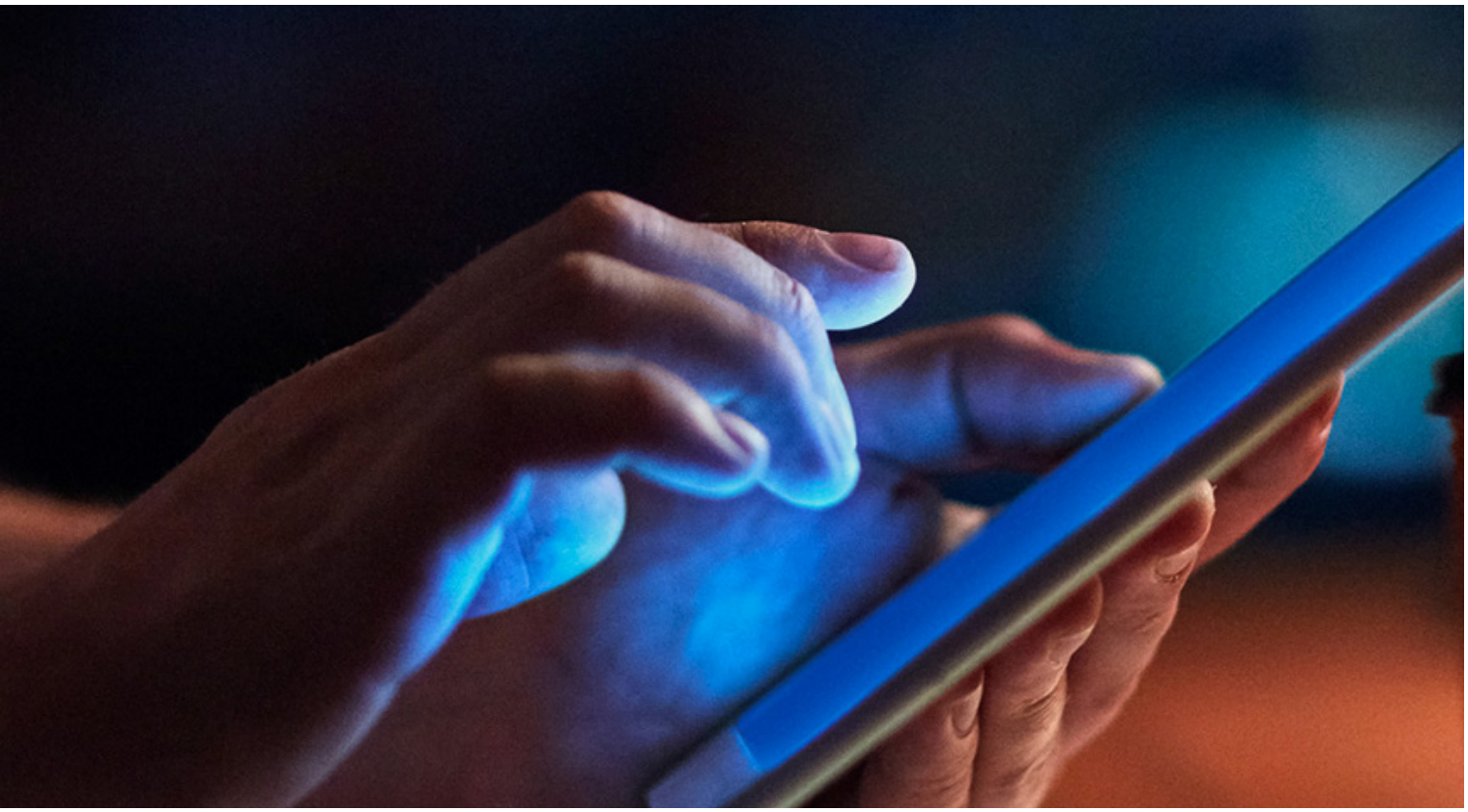
HUMAN

For Ad Tech

HUMAN

Digital advertising has been one of the most appealing targets for cybercriminals. Increasing spend and ever-evolving channels have created plentiful opportunities for fraudsters to profit. With every new destination for advertising comes a wave of fraudsters looking to grab their piece of the pie. HUMAN stops them before a bid ever happens.



HUMAN has partnered with the leading ad tech platforms to combat fraud across the programmatic landscape to restore trust and transparency to the ecosystem. Ad tech platforms using HUMAN maximize their win rates and revenue potential by blocking fraud before the bid and delivering validated supply.

Use Cases

Improve Inventory Quality

Actively prevent invalid traffic across desktop, mobile web, mobile app, and CTV environments in real-time before a bid is ever made on an impression to strengthen reputations with demand partners.

Monitor Supply Sources

Monitor activity from humans and malicious bots across digital impressions to gain insights into inventory quality and take necessary actions with suppliers.

Self Monitoring & Reputation Protection

Proactively monitor for sophisticated bot activity within digital advertising efforts to maximize ad spend and ensure campaigns are only reaching humans.

“We partnered with HUMAN to scan every single impression – about 9 million a second – offered through our platform before we ever make a bid on it. With this partnership, we can prevent fraud before it occurs.”

Jeff Green - CEO, The Trade Desk

“By combining our own proprietary tools and processes with those of HUMAN, and focusing on measurably superior outcomes, we can identify and avoid fraud and other undesirable activity, allowing our customers to focus on bettering the overall programmatic journey for the end-user.”

Joe Zawadski - CEO, MediaMath

DSPs leverage HUMAN to ensure that their inventory is free from sophisticated bots.

Protect and Grow Revenue

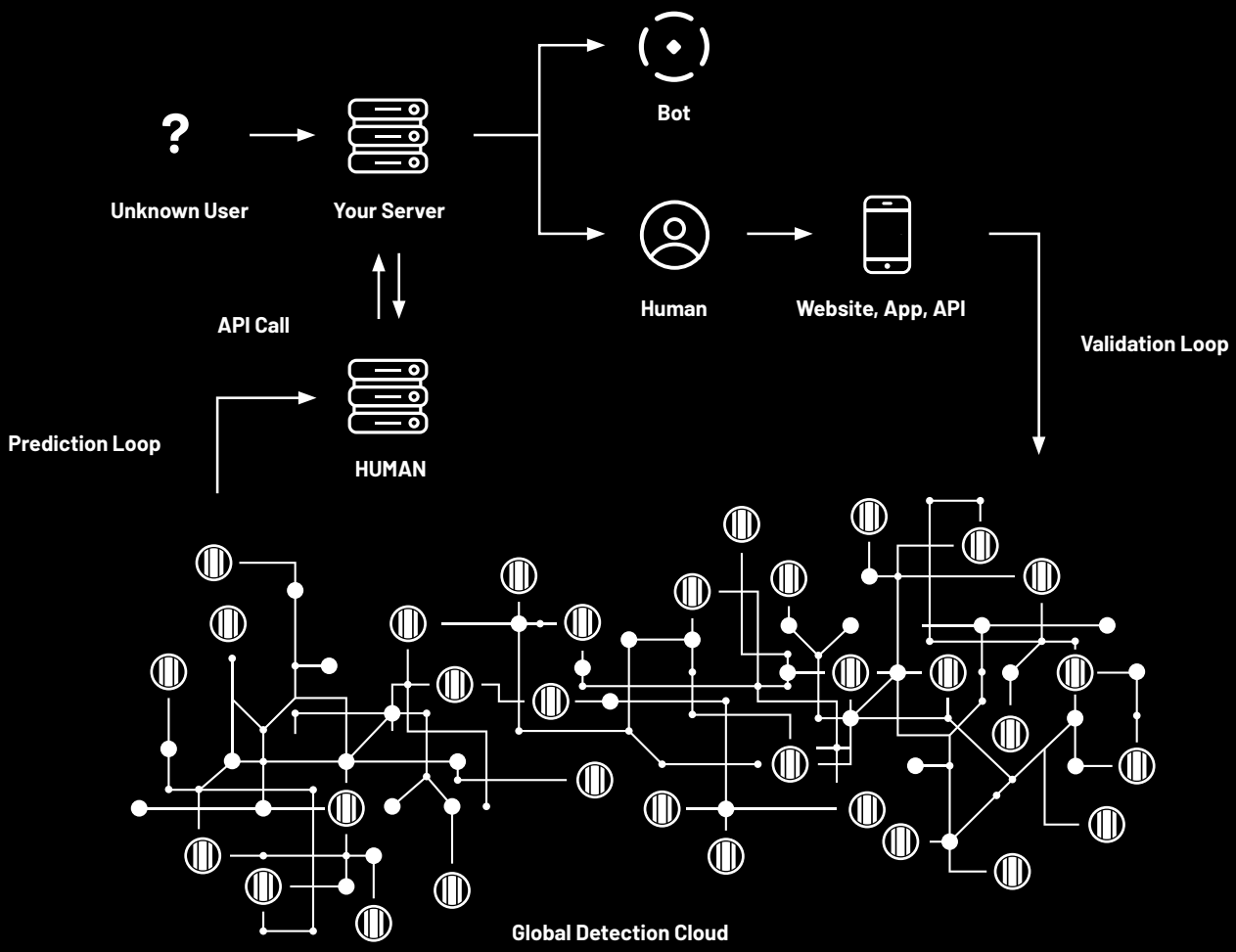
Deliver more reliable results for advertisers with the highest level of human-verified inventory

Minimize Clawbacks and Inefficiency

Avoid middle-man remediation conversations with suppliers and reduce clawback payments to advertisers.

Seamless Experience to Brands and Clients

Remove the burden of fraud protection from clients to deliver a seamless experience for advertisers.



SSPs utilize HUMAN to protect their reputation and improve their standing with ecosystem partners.

Ensure Clean Inventory to Buyers

Use HUMAN insights to inform publisher partnerships and take action when necessary.

Reduce Downstream Costs

Prevent fraud before the bid to avoid remediation conversations with publishers and DSPs.

Seamless Experience to Brands and Clients

Ensure that fraudulent supply doesn't make its way to your buyers.

Real-time Pre-Bid Fraud Prevention

Advanced Sophisticated Bot & Invalid Traffic Detection

Visibility & Scale

Fighting fraud is not just a feature

Unmatched Scale

Seeing 10 trillion transactions each week and more than 300 million devices daily provides unmatched intelligence into sophisticated bots fraud across all channels.

Ultimate Precision

Impressions are only identified as SIVT and prevented when there is absolute certainty traffic is invalid. HUMAN is able to decipher between real humans and sophisticated bots on the same machine.

Unprecedented Accuracy

Monitoring a payload of over 2,500 unique technical tests to provide real-time, deep, and accurate visibility into activity from humans, good bots and malicious bots, even from within the same device on every transaction.

Collective Protection

Working together with over 250 clients worldwide, including some of the largest internet platforms, HUMAN has developed a community knowledge bank to more broadly fight fraud within the ecosystem.

Human Verification™ Engine

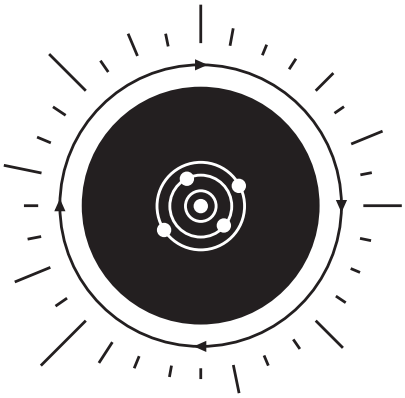
Collect Signals
Signal Evasion
Custom Data
Network
Device

Decision Engine

Classify Events
Bot
Nonstandard
Valid

Technical Evidence

Global Threat Intelligence



Continuous Adaptation

Machine Learning

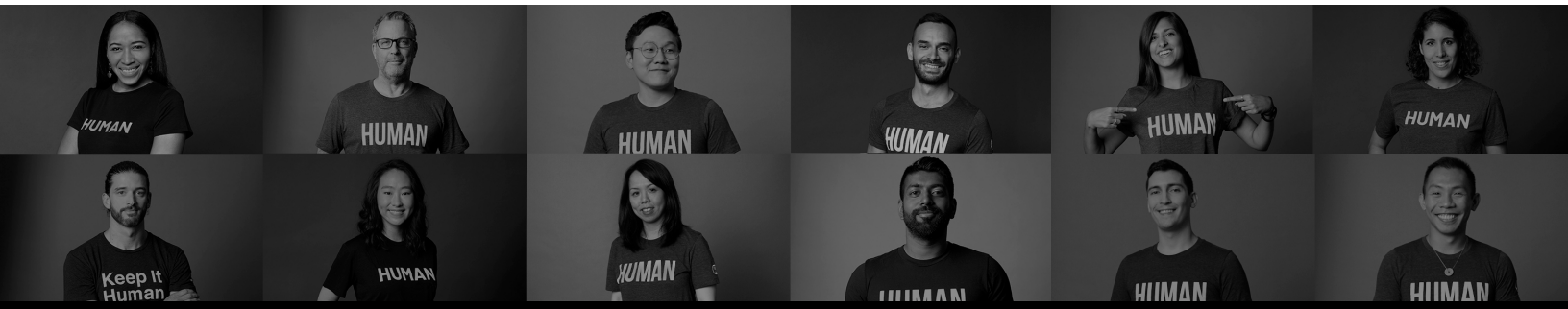
JavaScript or SDK

Server Integration

Client

Allow - Delay - Block - Deceive

Mitigation



About Us

HUMAN is a cybersecurity company that protects enterprises from bot attacks to keep digital experiences human. We have the most advanced Human Verification Engine that protects applications, APIs and digital media from bot attacks, preventing losses and improving the digital experience for real humans. Today we verify the humanity of more than 10 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To Know Who's Real, visit www.humansecurity.com.

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Know Who's Real

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