

Page Intelligence for Advertisers

See Your Traffic Clearly. Act Decisively.

Page Intelligence

Page Intelligence helps you improve campaign effectiveness, drive higher quality leads, and ultimately achieve a stronger ROAS by focusing on valid page visits. Safeguard campaign performance on your site against ad fraud through proactive, real time detection before the page renders and redirecting invalid traffic through custom events in your analytics suite. Page Intelligence enhances your marketing efficiency, providing clearer insights into your traffic patterns and sources to power smarter, data-driven decisions.

Page Intelligence is part of Advertising Protection, a suite of solutions on the Human Defense Platform specifically designed to secure digital advertising.

"Fighting fraud requires more than simple measurement. HUMAN's focused and unique approach and the reporting of IVT is a major reason we originally started our partnership."

Managing Director at Yieldmo



WASTED AD SPEND



DISTORTED CAMPAIGN PERFORMANCE



QUALITY ISSUES WITH SUPPLY PARTNERS

What We Solve For

Benefits



TRUST YOUR PERFORMANCE METRICS

Protect website traffic in real-time and redirect invalid traffic to safeguard your performance data.



SPEND SMARTER W/ REAL-TIME INSIGHTS

Our real-time IVT insights empower your teams to make faster, smarter decisions across your entire funnel, so you can instantly reallocate budget by making sure every dollar drives real performance.



ENHANCE CAMPAIGN EFFECTIVENESS

Focus your campaigns on genuine users who actually convert, improving your overall campaign performance and return on ad spend across all channels.

How It Works



IMPLEMENT

a lightweight + asynchronous JavaScript tag deployed in the page header.



DETECT

IVT in real-time. Redirect IVT with custom triggers, safeguarding your revenue.



REPORT

on IVT analytics across standard UTMs and custom parameters in a clear, actionable format.



DECIDE

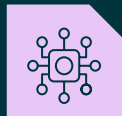
when and where by redirecting invalid traffic to safeguard your performance data.

Key Capabilities



Real-time Traffic Redirection

automatically redirects invalid traffic toward non-revenue generating pages.



UTM-Level Analytics Dashboard provides a comprehensive view of invalid activity across pages - including standard UTM and custom parameters - such as source, channel, term, highlighting the differences between SIVT and GIVT invalid activity.



Clean Audience segments by building exclusion lists to prevent invalid traffic from contaminating your data management.



Advanced detection based on real-time IVT analysis at page initialization, leveraging predictive models, and 400+ algorithms across the HUMAN Defense Platform.



Threat Intelligence adapts in real-time to emerging IVT traffic schemes, maintaining proactive protection against evolving attack patterns.



Lightweight JavaScript Implementation via a simple tag enables real-time detection and reporting through an easy deployment in your page header or tag manager, without impacting page performance.

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