HUMAN

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 fraudulent, incentivized and AI traffic through proactive, real time detection before the page renders and redirecting invalid and unwanted 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.

What We Solve For



WASTED AD SPEND



COMPROMISED PERFORMANCE DATA



QUALITY ISSUES WITH SUPPLY PARTNERS

We found that over 60% of traffic from one social media partner was not being identified as invalid by our current vendor. HUMAN's ability to differentiate sophisticated invalid activity helped us reduce spend, improve traffic quality, and enhance how we interpret performance.

Data Enablement Manager
Pharma Brand

Benefits



TRUST YOUR PERFORMANCE METRICS

Protect website traffic by identifying and redirecting invalid and unwanted traffic in real-time 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 on-page conversions, so you can proactively 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 and redirect invalid and unwanted traffic with custom triggers to safeguard 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 Detection automatically redirects invalid traffic toward non-revenue generating pages before your data pools are polluted.



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



UTM-Level Analytics Dashboard provides visibility into activity across pages, including standard UTM and custom parameters, with breakdowns by SIVT, GIVT, AI, and incentivized activity.



Adaptive Threat Intelligence automatically updates to counter emerging IVT schemes, AI trends, and evolving attack patterns.



Validated Audience Segments via exclusion lists reduces wasted spend on invalid and unwanted traffic across acquisition and retargeting campaigns.



Lightweight JavaScript Implementation via a simple tag in page header or tag manager enables real-time detection and reporting without impacting page performance.

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 is a leading cybersecurity company committed to protecting the integrity of the digital world. We enable trusted interactions and transactions across the full spectrum of online actors: humans, bots and AI agents. For more information please visit www.humansecurity.com.