HUMAN

Page Intelligence for Publishers

See Your Traffic Clearly. Act Decisively.

Page Intelligence

Page Intelligence safeguards publisher sites and maximizes ad revenue by validating ads are delivered to genuine users before the page renders. By redirecting invalid traffic through custom events in your tag manager, Page Intelligence helps publishers maximize ad yield and attract higher value ad campaigns by making sure impressions reach valid visitors. Page Intelligence enhances your advertising efficiency and monetization, offering clearer insights into traffic patterns for faster decision-making.

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*

What We Solve For

REVENUE LOSS FROM INVALID TRAFFIC

COMPROMISED TRAFFIC QUALITY

UNRELIABLE PERFORMANCE DATA

Benefits

MAXIMIZE INVENTORY VALUE

Detect IVT in real-time when the page initializes and prevent premium ads from being served to IVT.

ENHANCE ADVERTISER TRUST

Build stronger relationships by serving ads to genuine users, protecting ad spend and fostering sustained media investment.

MAKE DATA-DRIVEN YIELD DECISIONS

Empower your ad ops teams with accurate, real-time insights for rapid decision making, driving optimal yield and attracting premium advertisers to your quality inventory.

How It Works

IMPLEMENT a lightweight + asynchronous JavaScript tag deployed in your page header or via your tag manager of choice.

DETECT IVT in real-time to validate authenticity and distinguish genuine user interactions on-site, and enable custom triggers to redirect IVT to non-revenue generating pages.

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

DECIDE when and where to redirect invalid traffic away from revenue generating pages or from ad placements through custom events in the tag manager.
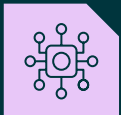
Key Capabilities

Real-time Traffic Redirection automatically routes invalid traffic away from revenue-generating pages or serves a house ad, all pre-render, directly safeguarding your ad impressions and optimizing CPMs.

Actionable Revenue Insights through a robust dashboard detailing invalid activity (SIVT vs GIVT) across pages, UTMs and custom parameters. Publishers gain the clarity needed for rapid, data-driven optimization of ad placements and overall monetization strategies.

Clean Audience segments by removing invalid users from marketing data, publishers can strengthen advertiser confidence for continued investment in your inventory.

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 enables real-time IVT detection and reporting through an easy implementation at the header of page or via your tag manager of choice, all without impacting site 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.