

Viewability for Advertisers & Agencies

At HUMAN, we believe Viewability should go beyond a checkbox metric—it must be verifiable, explainable, and directly linked to specific, identifiable supply attributes. Our Viewability solution, purpose-built for advertisers and agencies, cuts through the fog of black-box heuristics by providing transparent, post-bid insights into what was truly seen—after filtering out invalid traffic. Powered by HUMAN's deep expertise in the supply chain, this verification suite delivers clear, actionable signals you can understand and confidently stand behind.

Our goal: to help you cut through unreliable metrics and see what was actually seen by real people.

What We Solve For



**WASTED AD
SPEND**



**PERFORMANCE
ATTRIBUTION
INACCURACY**



**QUALITY
SIGNAL FOR
INVENTORY**

Environments supported today

DISPLAY AND VIDEO ACROSS :



**DESKTOP
WEB**



**MOBILE
WEB**



**MOBILE
APP**

Benefits



REAL HUMAN EXPOSURE

Our industry-leading invalid traffic protection ensures your viewability metrics reflect true human engagement. No inflated impressions—just accurate, trustworthy data so every dollar drives real results.



TRANSPARENT, POST-BID INSIGHTS

Understand exactly what was seen, where, and why—with supply-level clarity instead of opaque heuristics. You get truthful, post-delivery reporting you can act on.



NO PERFORMANCE TRADE-OFFS

Our lightweight JavaScript implementation is designed to seamlessly integrate without slowing down creatives, ensuring smooth delivery and user experience across all environments.

How It Works



IMPLEMENT

A lightweight JavaScript tag into creative



DETECT

Quality inventory, non-viewable impressions



REPORT

On Viewability measurement post-bid in a clear, transparent and actionable format



DECIDE

Which inventory truly drives performance and optimize toward high-quality impressions

Key Capabilities



True Performance Insights

Post-bid measurement captures whether an ad had a real opportunity to be seen—providing true performance insights after the impression is delivered, not just assumed.



Transparent by Design

When Viewability can't be measured, we don't guess or inflate—we clearly flag it, so you always have full transparency and confidence in the data you receive.



Viewability You Can Trust

Our Viewability metrics are net of IVT, meaning invalid traffic is excluded upfront—so you get clean, accurate insights that reflect true human exposure, not inflated numbers.



No Impact on Performance

Our lightweight JavaScript implementation is designed to seamlessly integrate without slowing down creatives, ensuring smooth delivery and user experience across all environments.



Clean, Multi-Level Reporting

Get both TLX-level detail and aggregate roll-ups to validate delivery and compare performance consistently across campaigns.

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 ensure that every digital interaction, transaction, and connection is 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, visit www.humansecurity.com