

Advertising Protection

Comprehensive Programmatic Publisher Solutions



Advertising Protection for Publishers

Advertising Protection, a component of the Human Defense Platform, safeguards digital advertising with comprehensive purpose-built solutions that give control against ad fraud, malvertising and ad quality. HUMAN combines advanced detection techniques, hacker intelligence, collective protection, and our unprecedented visibility across the programmatic ecosystem to deliver actionable insights that bring transparency and marketplace trust.

HUMAN's tiered offerings allow customers to select one or multiple solutions to solve the challenges facing their programmatic efforts.



MALVERTISING DEFENSE

Protect against malvertising attacks executed through the programmatic ecosystem through technical and behavioral analysis



AD FRAUD SENSOR

Detect ad fraud post-bid to increase inventory transparency and protect revenue



AD QUALITY DEFENSE

Ensure ad quality by proactively removing low-quality and non-compliant digital ads before they ever reach the bidding stage

HUMAN CUSTOMER

“Preserving ad dollars and ad reporting was our number one priority. HUMAN was able to prove that we would never have to sacrifice revenue when choosing to block malicious ads.”

PRODUCT MANAGER

 CURIOSITY MEDIA

Key Capabilities



Unparalleled Accuracy:

Real-time detection relies on technical analysis of each impression, not solely on behavioral modeling or static lists



Holistic Protection:

Only company to offer leading solutions for detection and protection against ad fraud, malvertising and ad quality issues



Deterministic Decisions:

Impressions are only flagged or filtered when there is absolute certainty that the traffic is invalid, meaning fewer false positives or negatives



Granular Control:

Strengthen your inventory by going beyond fraud to scan, filter and measure suppliers, creatives and landing pages for violations of industry or quality standards



Reduced Latency:

Streamlined approach delivers advanced protection with lower added latency than bulky blocklist solutions



Actionable Insights:

Details that do more than just measure fraud, helping clients stay ahead of today's most sophisticated and emerging threats

Benefits



ENSURE ADS ARE FREE FROM MALVERTISING

Scan creatives and landing pages for malicious behaviors to prevent malvertising with fewer false negatives



PREVENT LOSSES DUE TO AD FRAUD

Detect ad fraud post-bid across media environments to provide visibility into supply sources delivering IVT



IMPLEMENT AD QUALITY STANDARDS

Configure unique quality standards to filter unwanted advertisers and creatives across all partner platforms

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 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