

# Ad Fraud Sensor for Platforms

Protect your inventory from programmatic ad fraud

## Ad Fraud Sensor

Ad Fraud Sensor precisely detects and identifies post-bid the presence of fraud within ad tech platforms' programmatic inventory. HUMAN combines advanced detection techniques, hacker intelligence, collective protection, and our unprecedented visibility across the programmatic ecosystem to deliver actionable insights that bring transparency. Ad Fraud Sensor increases inventory transparency, ensures marketplace trust, and protects revenue by ensuring ads reach real humans.

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

## Environments in Which We Detect Fraud



DISPLAY



MOBILE WEB



MOBILE IN-APP



CONNECTED TV (CTV)



AUDIO

**“With HUMAN’s leading solution, we feel confident that our partners are fully protected and secured as they grow their audience base.”**

**CHIEF BUSINESS OFFICER**  
at Rise

**\*RISE**

## Benefits



### PRECISE DETECTION OF PROGRAMMATIC AD FRAUD

Gain visibility into IVT sources with advanced, real-time and adaptive post-bid detection



### PROTECT YOUR INVENTORY ACROSS CHANNELS

Verify critical inventory post-bid across media channels with actionable insights



### MAXIMIZE INVENTORY VALUE

Identify fraud sources to improve inventory performance and create a trusted buying ecosystem

## How It Works



### IMPLEMENT

by placing tags and establishing connection with the Human Defense Platform



### DETECT

with post-bid "human or not" traffic across all impressions



### REPORT

on bot traffic with visualizations and historical context within minutes



### MITIGATE

with actionable insights that identify fraudulent impressions and sources

## Key Capabilities



**Real-time** post-bid fraud detection for desktop, mobile web, mobile in-app, CTV, and audio



**Actionable insights** offer a comprehensive view of fraudulent activity and a strategic blueprint for effective response



**Precise** and deterministic decisioning on each tracked incident



**Flexible integrations** deliver detailed reporting via a robust dashboard or data download for use within client systems



**Advanced detections** based on technical analysis of over 2,500 signals on each impression



**White-glove** response from both technical and customer support teams provide superior coverage

## 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](http://www.humansecurity.com)*