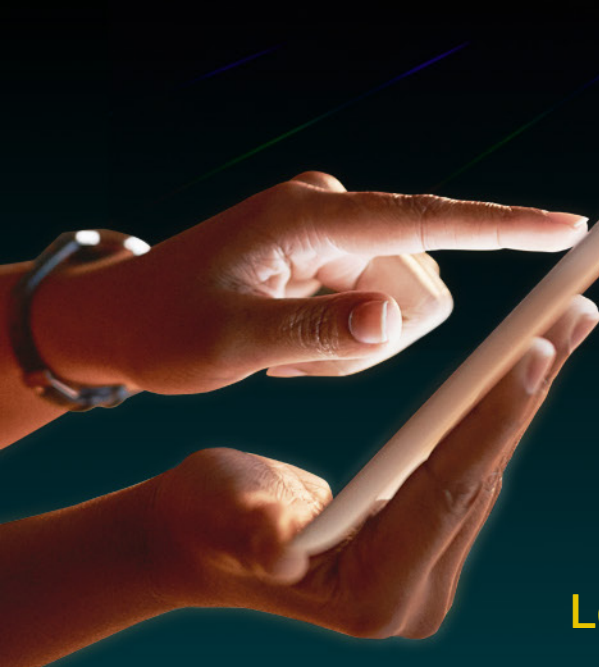


Are Your Ad Clicks Real?

The True Cost of Click Fraud.



Advertisers will spend **\$754 Billion** on digital ads in 2025, but a significant portion of these **clicks are invalid**.

Invalid clicks undermine campaign metrics, causing performance distortions, billing disputes, and advertiser trust issues.

Learn how click fraud works—and how to fight back.

What is Click Fraud?

Click fraud occurs when humans or bots artificially inflate engagement and intent by clicking on ads, wasting advertising budgets and undermining campaign metrics.



Bots & Invalid Clicks

Automated programs such as click bots, headless browsers, malware-infected devices, and creative scanners that mimic real clicks, inflate ad metrics, waste budgets, and distort optimization.



Incentivized Human Clicks

Real humans, often via click farms, reward apps, or paid-to-click sites, who click ads for rewards, misleading optimization and reducing campaign effectiveness.



Accidental Clicks

Unintentional clicks triggered by misleading placements, intrusive interstitials, or stacked ads, artificially inflating engagement, eroding user experience, and wasting spend.

Who Benefits from Click Fraud?



Competitors

Competitors sabotage rival campaigns with bots or incentivized clicks to drain budgets, skew performance data, and gain a market edge.



Fraud or Bot Operators

Fraud or Bot Operators run automated bots and malware from data centers or infected devices to sell fake clicks and monetize artificial traffic.



Bad Publishers & SSPs

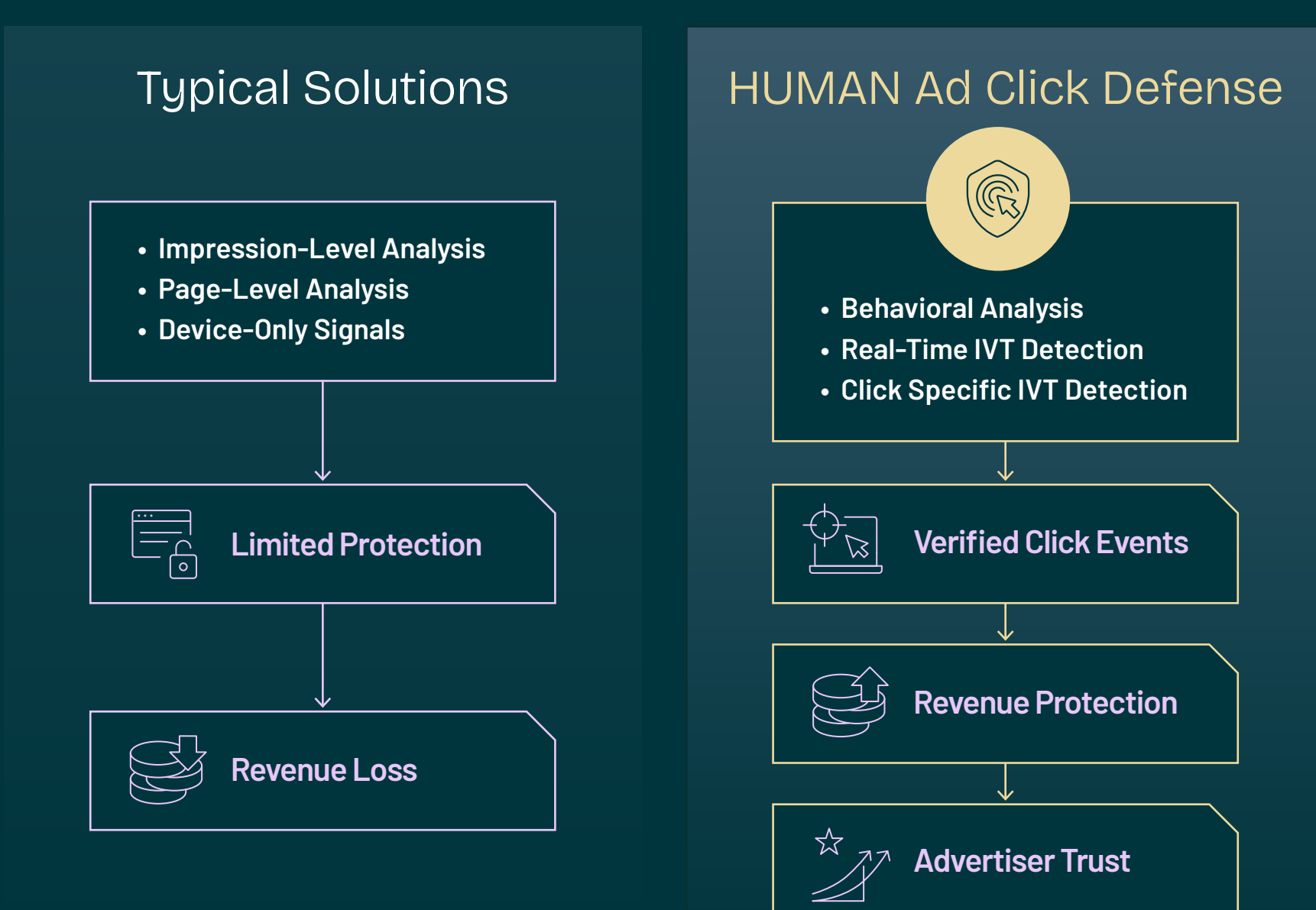
Bad Publishers & SSPs employ click farms or bot operators to inflate CPC metrics and boost revenue, undermining advertiser trust and risking penalties.

Validate Every Click with HUMAN Ad Click Defense

Ad Click Defense helps protect advertising platform revenue by detecting invalid clicks through behavioral analysis, securing accurate campaign performance, and maintaining advertiser trust.

Analyze the Full Life Cycle of a Click

A visual journey of a “click event” passing through layers of analysis:



Protect Media Performance

Detect invalid clicks with real-time detection that preserves campaign effectiveness.



Transform Risk Into Revenue

Reduce billing disputes and optimize spend allocation, by validating legitimate clicks.



Build Advertiser Trust

Give advertisers confidence to scale with transparent, accurate campaign metrics.

Why HUMAN?



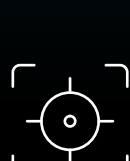
Precise & Trusted Detection

Advanced behavioral analysis at a click-level & best-in-class IVT telemetry.



Unparalleled Scale & Accuracy

Over 400 ML algorithms analyze 20 trillion interactions weekly.



Click Fraud Classification

Identifies patterns such as automated clicking, click farms, or ghost clicks.



Flexible Integration

Single JavaScript tag appended to creative HTML.



Actionable Reporting

Distinguish valid vs. invalid clicks for expedited or reduced clawbacks.

Make Every Click Count.
Contact HUMAN Today.

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