

Ad Fraud Defense for Platforms

Drive Growth with Comprehensive AdTech Fraud Intelligence

Ad Fraud Defense

Ad Fraud Defense empowers the adtech ecosystem with the real-time intelligence needed to confidently detect and filter out ad fraud. Cut wasted media spend on invalid traffic (IVT), safeguard revenue, increase inventory value, and build trust across all channels.

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

"Fraud isn't static—it evolves with the ecosystem. Our partnership with HUMAN helps us stay ahead and move faster with confidence."

MATT GRAHAM, DIRECTOR OF OPERATIONS at Magnite

What we Solve for



WASTED AD SPEND



IVT & EVASIVE AD FRAUD



INVENTORY POLLUTION

Environments in Which We Detect Fraud



DESKTOP WEB



MOBILE WEB



MOBILE IN-APP



CTV



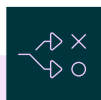
AUDIO

Benefits



GAIN HOLISTIC QUALITY CONTROL

Unify IVT defense, MFA detection, and SCO validation, aligned with IAB standards, to gain comprehensive traffic quality evaluation.



BUILD UNBREAKABLE TRUST ACROSS CHANNELS

Fight fraud proactively through pre-bid filtration with actionable insights that do more than just measure fraud.



SCALE PROGRAMMATIC INVENTORY WITH CONFIDENCE

Leverage automated compliance, traffic, and delivery insights with a single vendor for data-driven decisions.

How It Works



DEPLOY

server-side infrastructure to send bid request data and enable scalable, low-latency protection across your platform.



DETECT

anomalies in programmatic bidding environments including General IVT, Sophisticated IVT, and other evasive forms of ad fraud.



DETERMINE

impacts to platform performance with near-real-time analytics and reporting through a granular dashboard or API delivery.



DECIDE

inventory and bidding optimization strategies to consistently deliver results.

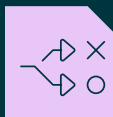
Key Capabilities



MRC-Accredited, Impression-Level IVT Detection across desktop, mobile web, in-app, and CTV environments, covering both GIVT and SIVT with industry-leading precision.



Dynamic defenses evolve continuously to counter new and adaptive fraud tactics that impact both supply and demand.



Pre-bid filtration of suspicious traffic in under 12ms before bids are placed, safeguarding spend and inventory across environments.



Flexible integrations deliver detailed reporting and monitoring capabilities via dashboard or data download for use within client systems.



Post-bid validation applies deterministic signals and reasoning to reconcile traffic quality, ensure accountability, and strengthen partnership trust.



White-glove responses from both technical and customer support teams provide superior coverage.

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