

Advertising Protection

Clarity, Control & Trust for Brands & Agencies

Brands invest billions in digital advertising to drive business outcomes, but a growing portion of that spend never reaches real customers. Ad fraud, malvertising, and click fraud—and an increase in agentic traffic—don't just waste budgets, they corrupt the performance data brands rely on to optimize campaigns, making it impossible to know what's actually working.

HUMAN Advertising Protection safeguards digital advertising with purpose-built solutions that fight fraud and abuse across the advertising supply chain. Powered by an unparalleled threat detection network, HUMAN provides the protection and transparency needed to ensure every marketing dollar drives real business performance.



AD FRAUD

Detect ad fraud post-bid to increase inventory transparency and protect revenue across all media environments.



BRAND SAFETY

Leverage advanced AI classification to ensure your brand only appears in suitable, high-quality environments.



VIEWABILITY

Maximize media impact by ensuring every ad is seen by real people in viewable, high-quality environments.



CLICK FRAUD

Improve campaign effectiveness, drive higher quality leads, and achieve stronger ROAS by focusing on valid page visits with real-time fraud detection.



AGENTIC VISIBILITY

Classify AI agents to understand how they engage across your properties and impact marketing performance.



CONTENT SCRAPING

Block AI scrapers and unauthorized data collection to protect your content's value and preserve the integrity of your marketing insights.

CUSTOMER QUOTE

"Meeting industry standards against fraud is fine, but we have done significantly better with HUMAN. Each fraudulent impression that we stop means more money in our farmers' pockets."

DIGITAL MEDIA LEAD AT LAND O' LAKES

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, 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.



Explainable Verification:

Understand exactly why traffic was flagged or validated with transparent, explainable decisions that build trust and enable informed action.



Actionable Insights:

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

Benefits

DETECT AND PREVENT FRAUD FROM DISTORTING PERFORMANCE

Stop invalid traffic and fraudulent impressions from inflating metrics, so you only pay for genuine engagement that drives business outcomes.

TRUST YOUR DATA & OPTIMIZE WITH CONFIDENCE

Make informed decisions with performance data free from fraud and agentic distortion—know exactly what's working and where to invest.

PROTECT BRAND REPUTATION IN AN AI- DRIVEN LANDSCAPE

Ensure ads appear only in brand-suitable, high-quality environments while staying ahead of emerging AI-powered threats.

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 verify that digital interactions, transactions, and connections are 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 please visit www.humansecurity.com