

Advertising Protection

Clarity, Control & Trust for Ad Tech Platforms

Programmatic advertising continues to expand across channels, with platforms competing to deliver trusted inventory at scale and in new environments. But with growth comes risk: ad fraud, malvertising, quality violations, invalid clicks, and AI-powered threats can compromise marketplace integrity, erode advertiser confidence, and threaten revenue.

HUMAN Advertising Protection safeguards ad tech platforms 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 scale with confidence while protecting your most valuable asset: marketplace trust.



AD FRAUD

Detect invalid traffic pre or post-bid to protect advertiser budgets and maintain inventory transparency across display, mobile, CTV, and audio.



AD QUALITY

Enforce creative standards to keep inventory premium and compliant across all placements and publisher partnerships.



BRAND SAFETY

Deliver ads in brand-safe, contextually relevant environments that meet buyer standards and drive demand.



MALVERTISING

Block malicious ads before they reach publishers, preserving safe and trusted experiences for audiences and protecting platform reputation.



CLICK FRAUD

Filter fraudulent clicks that waste advertiser spend, distort campaign metrics, and compromise billing accuracy.



VIEWABILITY

Serve campaigns in highly viewable placements that meet industry standards and justify premium CPMs.

CUSTOMER QUOTE

“Fighting fraud requires more than simple measurement. HUMAN’s focused and unique approach and the reporting of IVT is a major reason we originally started our partnership.”

MANAGING DIRECTOR

yieldmo

Key Capabilities



Unparalleled Accuracy:

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



Holistic Protection:

Comprehensive solutions protecting inventory quality, advertiser trust, and platform integrity across the programmatic supply chain.



Deterministic Decisions:

Impressions are flagged or filtered with 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.



Reduced Latency:

Pre-bid auction responses in 12 milliseconds or less, reducing latency from the programmatic transaction.



Actionable Insights:

Intelligence that helps you stay ahead of sophisticated and emerging threats.

Benefits

PROTECT PLATFORM REVENUE & REPUTATION

Maintain marketplace integrity by preventing fraud, malvertising, and quality violations from compromising advertiser trust and publisher relationships.

DELIVER TRUSTED INVENTORY AT SCALE

Enforce rigorous protections across channels with real-time, pre-bid decisions that can eliminate added latency to programmatic transactions.

STRENGTHEN ADVERTISER CONFIDENCE

Provide the transparency and accuracy advertisers need to measure performance, optimize spend, and scale investment with confidence.

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