



Ad Fraud Sensor

Trust, but Verify: How Xapads Builds Transparency Across Global CTV Advertising

Company

[Xapads](#) is a global programmatic advertising platform helping brands, agencies, publishers, and technology partners deliver high-quality advertising across Connected TV (CTV), online video, mobile, native, and omnichannel media. The company focuses on delivering transparent, brand-safe advertising at scale through premium partnerships and advanced optimization technologies.

Challenge

As Connected TV (CTV) continues its rapid global growth, advertisers are demanding more than audience reach. They want confidence that campaigns are running in premium environments, reaching real audiences, and delivering measurable value.

At the same time, increasingly complex supply paths, app spoofing, device manipulation, and invalid traffic have made independent verification more important than ever.

Even though Xapads had already built a high-quality network by working directly with device makers, media companies, apps, and large all-in-one apps, the company realized that trust by itself was no longer enough. "Generally speaking in the industry, fraud (comprising SIVT, IVT, bots, etc.) tends to follow the money. With CTV becoming a major global growth area for advertisers and agencies, it naturally becomes a key target for fraud as well," explains James Eppinger, Country Head, UK & VP International.

Its philosophy became simple: Trust, but verify.

Xapads wanted independent post-bid validation that would replace assumptions with evidence, strengthen advertiser confidence, and reinforce its commitment to transparency as the business continued expanding globally.

"Xapads is upholding the highest quality standards across CTV, online video, display, native, and other digital channels. Having worked on both sides of the industry, I see this partnership as a huge step forward for both Xapads and our clients worldwide."

*—James Eppinger,
Country Head, UK & VP International,
Xapads Media*

Solution

Xapads selected **HUMAN Ad Fraud Sensor** to provide independent post-bid visibility into traffic quality across its growing CTV, video, and omnichannel advertising business.

Rather than simply identifying invalid traffic, HUMAN helps Xapads validate the integrity of its inventory while strengthening confidence across advertisers, agencies, publishers, and internal teams.

Through the partnership, HUMAN enables Xapads to:

- Independently validate traffic quality across premium inventory
- Detect invalid traffic, app spoofing, device manipulation, and inventory quality issues
- Integrate fraud and IVT signals into HELIX, Xapads' AI-powered supply intelligence platform
- Monitor inventory quality trends and identify anomalies in near real time
- Reinforce a strategic shift toward direct publisher, OEM, media house, and super app partnerships
- Provide greater transparency and confidence across the advertising supply chain

As automation and AI continue reshaping digital advertising, HUMAN provides an additional layer of independent verification that helps ensure innovation never comes at the expense of trust.

Results

The partnership has strengthened Xapads' commitment to building a transparent, high-quality global advertising ecosystem.

INDEPENDENT QUALITY VALIDATION

HUMAN provides ongoing post-bid verification that helps validate inventory quality across premium CTV, video, mobile, and omnichannel environments.

IMPROVED VISIBILITY

Independent fraud and IVT insights provide deeper visibility into inventory quality, enabling Xapads to identify anomalies, investigate high-IVT sources, and make more informed optimization decisions.

GREATER TRANSPARENCY

Independent verification reinforces advertiser confidence by demonstrating Xapads' commitment to transparency, quality, and trusted media buying.

SUPPORTS RESPONSIBLE GROWTH

The partnership has strengthened Xapads' long-term strategy of scaling premium inventory through direct relationships while maintaining high standards for media quality and supply-path transparency.

Looking Ahead

As Connected TV, AI, and automation continue transforming digital advertising, Xapads is partnering with HUMAN so that transparency, independent verification, and advertiser trust remain central to its long-term growth strategy. For Xapads, being human is more than a philosophy — it is a competitive advantage.

About HUMAN

HUMAN Security is the global leader in Agentic Trust, the emerging discipline that informs and governs how humans, bots, and AI agents operate online. For more than a decade we help enterprises, platforms, and digital ecosystems verify digital interactions and establish trust across the entire customer journey – from first ad impression to final transaction. Powered by one of the world's largest behavioral signal networks, HUMAN analyzes over a quadrillion digital interactions each year to distinguish legitimate activity from fraud, abuse, and automated manipulation. Learn more at www.humansecurity.com