Advertising Protection

Build Trust With Every Programmatic Transaction

HUMAN

Advertising Protection for Platforms

Advertising Protection, a component of the Human Defense Platform, stops fraud before it impacts ad tech platforms. We combine advanced fraud detection, hacker intelligence, and collective protection across our network to safeguard the digital advertising ecosystem. Our unmatched visibility across programmatic advertising helps platforms maintain marketplace trust by detecting and blocking fraud, malvertising, and quality violations in real-time.

HUMAN's tiered offerings allow customers to select one or multiple solutions to solve the challenges facing their programmatic efforts.

AD FRAUD SENSOR

Detect ad fraud post-bid to increase inventory transparency and protect revenue

AD FRAUD DEFENSE

Safeguard digital advertising with pre-bid controls and supply visibility to deliver ads to reach real humans across all channels

MALVERTISING DEFENSE

Protect against malvertising attacks through technical and behavioral analysis

AD QUALITY DEFENSE

Control ad quality by proactively removing low-quality and non-compliant digital ads

AD CLICK DEFENSE

Detect invalid clicks through advanced behavioral analysis at click-time

HUMAN CUSTOMER

"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

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Key Capabilities

Deterministic Decisions:
Real-time detection and mitigation of ad fraud across environments based on technical analysis of each impression.

Holistic Protection:
Only company to offer leading solutions for detection and protection against ad fraud, malvertising, ad quality issues, and click fraud.

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.

Click Behavioral Analysis:
Real-time detection of invalid clicks through technical analysis of click patterns and pathways, identifying both malicious fraud (SIVT) and inadvertent invalid clicks (GIVT).

Reduced Latency:
Pre-bid auction responses in 12 milliseconds or less, meaning there is no added latency to the programmatic transaction.

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

Benefits

PREVENT LOSSES DUE TO AD FRAUD
Protect inventory from fraud across all channels with either pre-bid mitigation or post-bid detection while providing advanced supply quality transparency

KEEP ADS ARE FREE FROM MALVERTISING
Scan creatives and landing pages for malicious behaviors to prevent malvertising with fewer false negatives

IMPLEMENT AD QUALITY STANDARDS
Filter unwanted advertisers and creatives with sophisticated scanning methods and machine-learning models

VERIFY EVERY CLICK
Detect both malicious and invalid clicks to protect platform metrics, billing, and reputation

The Human Advantage

Scale
We verify more than 20 trillion digital interactions weekly across 3 billion unique devices providing unrivaled threat telemetry.

Speed
Our Decision Engine examines 2,500+ signals per interaction, connecting disparate data to detect anomalies in mere milliseconds.

Decision Precision
Signals from across the customer journey are analyzed by 400+ algorithms and adaptive machine-learning models to enable high-fidelity decisioning.