



First Company with MRC Accreditation for End-to-End SIVT Protection Across All Channels



HUMAN is the **first company with Media Rating Council (MRC) accreditation** for coverage against Sophisticated Invalid Traffic (SIVT) for desktop, mobile web, mobile in-app, and Connected TV (CTV). This includes the first-ever accreditation for pre-bid mitigation of SIVT and continued accreditation for post-bid detection.

MRC pushes the industry for more accountability and stronger standards in digital advertising. This rigorous third party validation further cements HUMAN as the leader in the fight against fraud and abuse in digital advertising. HUMAN was also the first company to receive accreditation for SIVT detection in 2016.

“HUMAN’s achievement in becoming the first company to receive MRC accreditation for SIVT solutions that encompass both the pre- and post-bid processes, across desktop, mobile web, in-app, and OTT/CTV platforms, clearly speaks to its continued position at the forefront of this vital industry space.”

George W. Ivie,
Executive Director and CEO of MRC

Fighting fraud is not just a feature



Unmatched Scale

Seeing 20 trillion transactions each week and more than 60% of that from mobile devices provides HUMAN with unmatched intelligence into sophisticated mobile bot fraud.



Unrivaled Detection

Continuously adapting, mobile-specific algorithms – based on signals not lists – allow HUMAN to quickly identify and build new detection mechanisms.



Dedicated Intelligence

Mobile threat intelligence analysts, with specialties in threat hunting, malware reverse engineering, and threat modeling, help HUMAN stay ahead of mobile fraudsters.



Flexible Implementation

Easily deploy within any technology stack through JavaScript tag, SDK, or 1x1 pixel to protect against a host of mobile threats.

We evaluate the humanity of:

20 Trillion

Weekly
Interactions

13.7 Trillion

Weekly Mobile
Interactions

1.3 Trillion

Weekly CTV
Interactions

300 Million

Devices
Monitored Daily



About HUMAN

HUMAN is a cybersecurity company that protects organizations by disrupting digital fraud and abuse. We leverage modern defense to disrupt the economics of cybercrime by increasing the cost to cybercriminals while simultaneously reducing the cost of collective defense. Today we verify the humanity of more than 20 trillion digital interactions per week across advertising, marketing, e-commerce, government, education and enterprise security, putting us in a position to win against cybercriminals. Protect your digital business with HUMAN.

To Know Who's Real, visit www.humansecurity.com.