

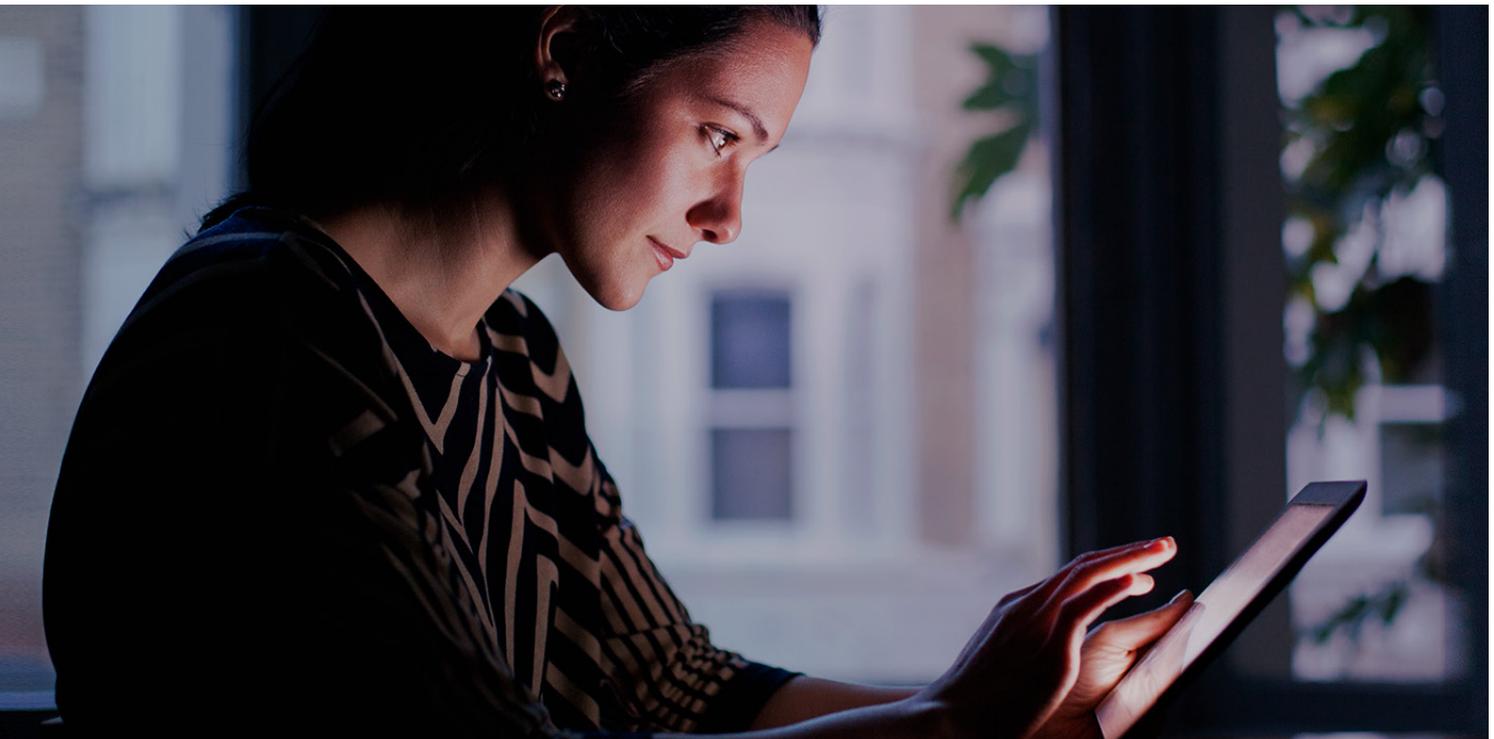


For Mobile Ad Fraud





MediaGuard delivers robust fraud detection and prevention capabilities to verify the humanity of advertising efforts across all channels. Our unique methodology, proprietary technology, unmatched scale and proven experience allow us to more accurately detect and prevent today's dynamic and polymorphic bots. We keep Mobile Advertising human.



Customers are increasingly engaging with mobile platforms, attracting advertisers and fraudsters alike. High CPMs and varied platform environments have made mobile ad fraud difficult for advertisers to conquer. HUMAN protects and prevents fraud within both mobile web and mobile app environments in real-time.

Use Cases

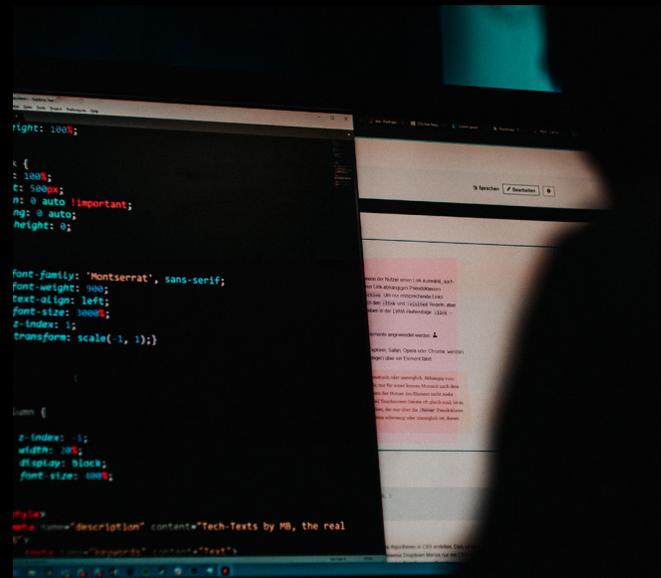


Improve Inventory Quality

Actively prevent invalid traffic across desktop, mobile web, mobile app, and CTV environments in real-time before a bid is ever made on an impression to strengthen reputations with demand partners.

Monitor Supply Sources

Monitor activity from humans and malicious bots across digital impressions to gain insights into inventory quality and take necessary actions with suppliers.

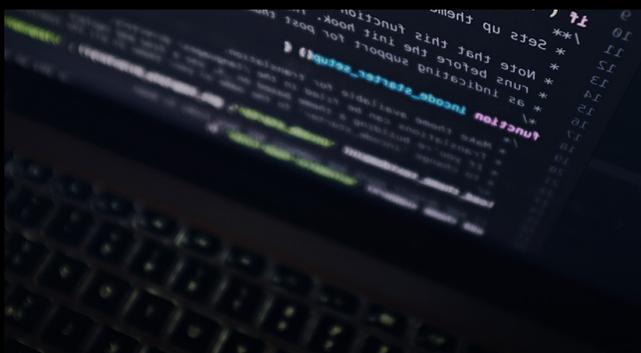


Self Monitoring & Reputation Protection

Proactively monitor for sophisticated bot activity within digital advertising efforts to maximize ad spend and ensure campaigns are only reaching humans.



Prevalent Mobile Threats



False Representation

Ad requests driven to fake devices or apps masquerading as a bigger, more popular app.

Automated browsing

Device activity simulated repeatedly, also known as click farms.



Misleading Interfaces

Apps disguised as something benign while infecting a device with malware.

Undisclosed use of incentives

Activities on ads driven by hidden motivators.



Fighting fraud is not just a feature



Unmatched Scale

Seeing 10 trillion transactions each week and more than 400B mobile requests per month provides HUMAN with unmatched intelligence into sophisticated mobile bot fraud.



Dedicated Intelligence

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



Unrivaled Detection

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



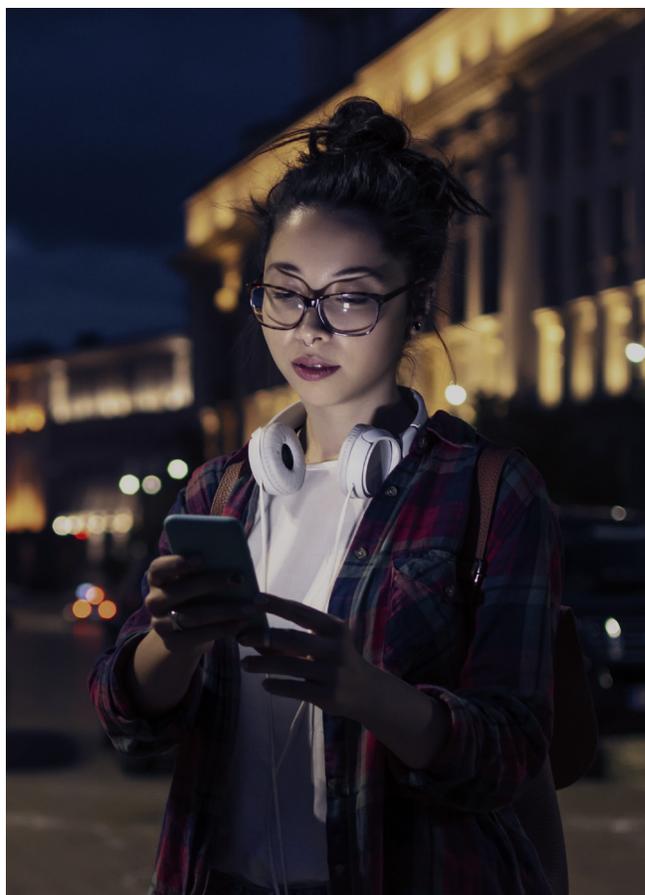
Flexible Implementation

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



Accredited by
Media
Rating Council®

Media Rating Council accreditation for detecting sophisticated invalid traffic (SIVT) within Display and Video Impressions for Mobile Web and Mobile App



Mobile ad fraud in action: Terracotta

Sometimes hope can get the better of reason, especially when it comes to offers like a free pair of shoes for simply downloading an app. However, as with many traditional malware lures, this hope is being exploited by a family of Android apps to distribute a novel new ad fraud botnet. The HUMAN Satori Threat Intelligence & Research team identified and has been actively defending against the attack—which we’ve codenamed TERRACOTTA - that systematically misrepresented its inventory as being from apps that hadn’t implemented app-ads.txt.

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“Due to our collaboration with HUMAN investigating the TERRACOTTA ad fraud operation, their critical findings helped us connect the case to a previously-found set of mobile apps and to identify additional bad apps. This allowed us to move quickly to protect users, advertisers and the broader ecosystem – when we determine policy violations, we take action.”

Google Spokesperson

Human Verification™ Engine

Collect Signals

Signal Evasion
Custom Data
Network
Device

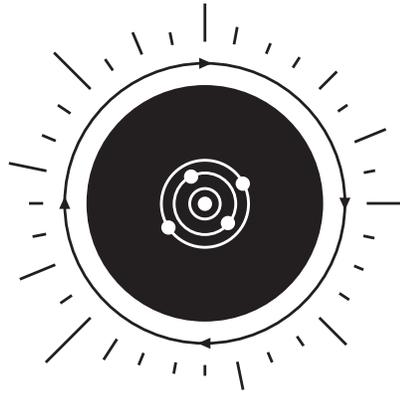


Technical Evidence



Continuous Adaptation

Decision Engine



Classify Events

Bot
Nonstandard
Valid

Global Threat Intelligence



Machine Learning



JavaScript or SDK

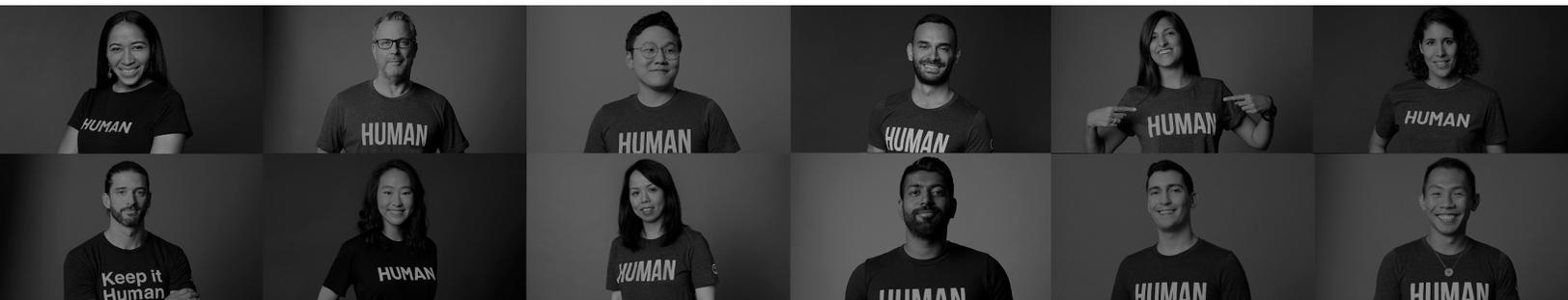


Server Integration

Client

Allow - Delay - Block - Deceive

Mitigation



About Us

HUMAN is a cybersecurity company that protects enterprises from bot attacks to keep digital experiences human. We have the most advanced Human Verification Engine that protects applications, APIs and digital media from bot attacks, preventing losses and improving the digital experience for real humans. Today we verify the humanity of more than 10 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To Know Who's Real, visit www.humansecurity.com.

Know Who's Real

