HUMAN

Advertising Protection

Comprehensive Programmatic Publisher Solutions

ADVERTISING PROTECTION FOR PUBLISHERS

Advertising Protection, a component of the Human Defense Platform, safeguards digital advertising with comprehensive purpose-built solutions that give control against ad fraud, malvertising and ad quality. HUMAN combines advanced detection techniques, hacker intelligence, collective protection, and our unprecedented visibility across the programmatic ecosystem to deliver actionable insights that bring transparency and marketplace trust.

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

MALVERTISING DEFENSE

Protect against malvertising attacks executed through the programmatic ecosystem through technical and behavioral analysis

AD FRAUD SENSOR

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

AD QUALITY DEFENSE

Ensure ad quality by proactively removing low-quality and non-compliant digital ads before they ever reach the bidding stage

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HUMAN CUSTOMER

"Preserving ad dollars and ad reporting was our number one priority. HUMAN was able to prove that we would never have to sacrifice revenue when choosing to block malicious ads."

PRODUCT MANAGER

CURIOSITY MEDIA

KEY CAPABILITIES

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

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

Deterministic Decisions:
Impressions are only flagged or filtered when there is absolute certainty that the traffic is invalid, 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:
Streamlined approach delivers advanced protection with lower added latency than bulky blocklist solutions

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

BENEFITS

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

PREVENT LOSSES DUE TO AD FRAUD
Detect ad fraud post-bid across media environments to provide visibility into supply sources delivering IVT

IMPLEMENT AD QUALITY STANDARDS
Configure unique quality standards to filter unwanted advertisers and creatives across all partner platforms

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.

About HUMAN

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform. **To Know Who's Real, visit humansecurity.com.**