

# Ad Fraud Sensor for Publishers

Protect your inventory from programmatic ad fraud

## AD FRAUD SENSOR

Ad Fraud Sensor accurately detects and identifies the presence of fraud within a publisher's programmatic inventory post-bid. HUMAN utilizes advanced detection techniques, hacker intelligence, collective protection, and unparalleled visibility across the programmatic ecosystem to deliver actionable insights that enhance transparency. Ad Fraud Sensor enables publishers to detect fraud and create a trusted buying experience that elevates the value of their inventory.

Ad Fraud Sensor is part of Advertising Protection, a suite of solutions on the Human Defense Platform specifically designed to secure digital advertising.

## ENVIRONMENTS IN WHICH WE DETECT FRAUD



DISPLAY



MOBILE WEB



MOBILE IN-APP



CONNECTED TV (CTV)



AUDIO

**“Meeting industry standards against fraud is fine, but we have done significantly better with HUMAN. Each fraudulent impression that we stop means more money in our farmers’ pockets.”**

**DIGITAL MEDIA LEAD**  
*at Land O’Lakes*

**LAND O’LAKES<sup>®</sup>**

## BENEFITS



### PRECISELY DETECT PROGRAMMATIC AD FRAUD

Gain visibility into IVT sources with advanced, real-time post-bid detection



### PROTECT INVENTORY ACROSS CHANNELS

Verify critical inventory post-bid across media channels with actionable insights



### MAXIMIZE INVENTORY VALUE

Identify sources of fraud for removal to improve performance and demand relationships

## HOW IT WORKS



### IMPLEMENT

by placing tags and establishing connection with the Human Defense Platform



### DETECT

for post-bid "human or not" traffic across all sampled impressions



### REPORT

on bot traffic with visualizations and historical context within minutes



### REACT

with actionable insights that identify fraudulent impressions and sources

## KEY CAPABILITIES



**Real-time** post-bid fraud detection for desktop, mobile web, mobile in-app, connected TV, and audio



**Actionable insights** offer a comprehensive view of fraudulent activity and a strategic blueprint for effective response



**Precise** and deterministic decisioning on each tracked incident



**Flexible integrations** deliver detailed reporting via robust dashboard or data download for use within client systems



**Advanced detections** based on technical analysis of over 2,500 signals on all sampled impression



**White-glove** response from both technical and customer support teams provide superior coverage

## THE HUMAN ADVANTAGE

### Scale

We verify more than 20 trillion digital interactions weekly across 3 billion unique devices, the world's largest threat network, providing unrivaled threat telemetry.

### Speed

Our Decision Engine analyzes 2,500+ signals across 400 algorithms in a matter of milliseconds to provide a frictionless customer experience.

### Decision Precision

With signals gathered across the customer journey, we employ advanced machine learning to detect and mitigate sophisticated threats and fraud schemes in real time.

*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.*