# HUMAN

# Fight Fraud in Connected TV (CTV)

With rapid growth, rising CPMs and limited inventory, CTV is a prime target for fraud. Protecting this inventory is critical for ensuring trust and confidence in CTV investments.

## HUMAN Protects CTV Inventory

**5x** Higher IVT rates on CTV devices compared to Desktop and Mobile

**44 billion** Bot-based CTV requests per week

## Our Solution

### Environment Context

In combination with thousands of data points, HUMAN envelopes each ad request with a robust set of criteria such as download counts, developer information, and website presence to identify anomalous behavior.

### Dynamic Analysis Pipeline

By developing a dynamic analysis pipeline, HUMAN combats advanced adversaries. Screen captures, log level data, and automated analysis across a wide variety of data fields all contribute to the effort of sniffing out fraud on CTV platforms.

### Audits & Disruptions

Using insights and findings, HUMAN identifies exposed and compromised apps, channels and devices for deeper review.

# Modern Defense Strategy

### Visibility

Unparalleled visibility into the digital advertising ecosystem enables us to provide actionable intelligence. We proactively capture signals across the vast majority of internet devices.

HUMAN verifies **20 trillion** digital interactions per week with **3 billion** devices observed monthly across **465+ customers**.

### Disruptions

HUMAN's Satori Threat Intelligence and Research Team uncovers, reverse engineers, and takes down digital fraud and abuse across the digital ecosystem.

Alongside the Human Collective, Google, and Roku, HUMAN disrupted **PARETO**, the most sophisticated CTV fraud scheme to date.

### Network Effect

Our network effect enables our customers to find and defeat bots better than the competition by providing collective protection where a detection for one creates a protection for all.

HUMAN protected **TripleLift's 90+ billion** CTV bid requests last year, while keeping TripleLift's valid in-app inventory **average at 99.6%**.

# Staying One Step Ahead

HUMAN partners with the IAB Tech Lab to define industry standards and advocate for adoption to protect the ever-evolving ecosystem. Current engagements include:

### Open Measurement SDK

Pursuing the development of an SDK to enable multiple measurement vendors to extract critical signals for fighting fraud.

### Ads.Cert 2.0

Supporting SSAI authentication to increase trust and weed bad actors out of the ecosystem.

# 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.**