HUMAN

BotGuard for Growth Marketing

Lower costs and boost performance by keeping fraudulent traffic out of campaigns and marketing systems

$4-5B Estimated Total Global Cost of Marketing Fraud, HUMAN

Digital marketing investments have become the target of cybercriminals and bad actors who use sophisticated bots in order to profit through deceptive and abusive engagement in marketing campaigns. These bots click on paid ads and search results and visit sites and mobile apps where they can fill out forms with stolen personal information or abuse inventory and incentive programs. Wasted spend on acquiring, storing and remarketing to fraudulent traffic costs brands millions of dollars each year. Bot traffic also skews data and analytics, clouding customer insight and organizational decision making.

BotGuard for Growth Marketing Protects Against

MEDIA BUY FRAUD

LEAD GENERATION FRAUD

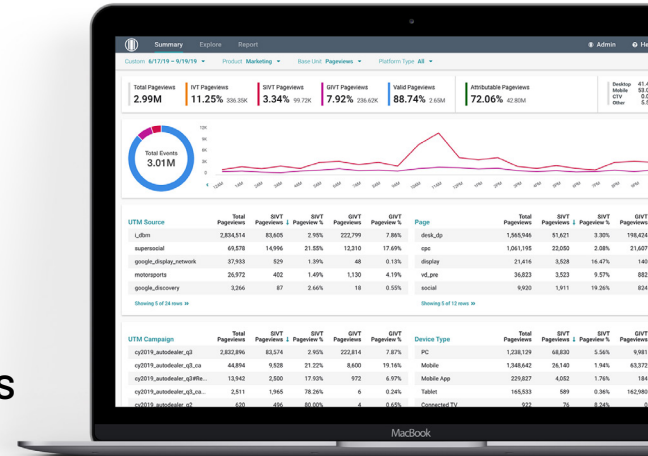**LOOKALIKE & RETARGETING FRAUD**

COMPETITIVE ASSAULTS

APP INSTALL FRAUD

IN-APP ENGAGEMENT FRAUD

HUMAN BotGuard for Growth Marketing

HUMAN BotGuard for Growth Marketing is a human verification service that detects automated engagement in digital marketing and automatically prevents invalid traffic from entering ad targeting systems, CRM and downstream marketing systems to lower costs and boost marketing performance. BotGuard detects invalid site traffic in real-time without impacting page load times or user privacy. Detection insights are delivered immediately for visualization and actioning directly within marketers' preferred tools and technology stacks.

HUMAN **"leads the pack with robust threat intelligence, attack detection, and vision"** among the 13 most significant emerging Bot Management solution providers.

The Forrester New Wave™: Bot Management, Q1 2020

Benefits for Digital Marketing

Decrease acquisition costs

Improve lead quality and conversion rates

Maintain clean, efficient data & downstream marketing

Increase overall customer conversion rates, revenue and LTV

How it Works

Collect
The HUMAN Verification Service collects and sends over 2500 client-side non-PII signals indicative of 'human or not' activity to HUMAN for processing

Decide
The HUMAN Real Time Decision Engine combines technical evidence and machine learning to deliver 'human or not' decisions with industry-leading speed and accuracy

Prevent
HUMAN deploys 'human or not' decisions to downstream marketing systems to automatically prevent identification and profiling of non-human sessions, preventing remarketing to bot audiences

Report
Insights identifying fraudulent traffic sources and destination hotspots are available within minutes in the HUMAN Dashboard and popular marketing analytics platforms

The HUMAN BotGuard for Growth Marketing Advantage

Easy to Deploy
- Use a Tag Manager to configure and deploy the lightweight JavaScript detection tag to your website within minutes
- Your Tag Manager can also be used to send detection decisions and data to other marketing systems in real-time
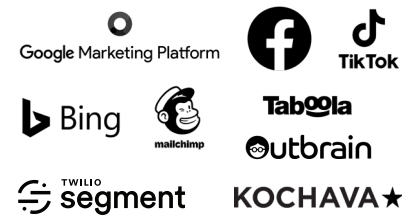
Made for Marketers
- Visualize fraudulent traffic by UTM Source, UTM Campaign and Page destination
- Create and analyze bot audiences within popular marketing analytics platforms
- Detarget bot audiences from active marketing campaigns, boosting conversion rates and lowering cost-per-acquisition
- Automatically prevent the identification and profiling of non-human sessions in downstream marketing including remarketing, audience enrichment, and cross channel attribution systems

Powered by the Human Verification™ Engine
- HUMAN's multilayered detection methodology combines technical evidence, machine learning and continuous adaptation for 'human or not' decisions with industry-leading speed and accuracy, and without user friction
- We verify the humanity of 10 Trillion interactions per week across digital advertising, marketing, and applications, harnessing internet scale visibility and a decade of data to deliver continuously adaptive and mutually reinforcing protection to all
- Our Satori Threat Intelligence and Research Team takes down multiple large-scale attack networks every year. They proactively identify and reverse engineer new threats to inform our detection techniques with new indicators against emerging attacks.

Key Integrations

Marketing Tech

Google Marketing Platform · Facebook · TikTok · Bing · mailchimp · Taboola · outbrain · TWILIO segment · KOCHAVA★

And more...

Marketing Analytics

Google Analytics · Adobe

Tag Managers

Google Tag Manager · Adobe Launch

Online Marketplaces

snowflake · awsmarketplace

About HUMAN
HUMAN is a cybersecurity company that protects applications, APIs and digital media from bot attacks to keep digital experiences human.
To learn more, visit www.humansecurity.com.