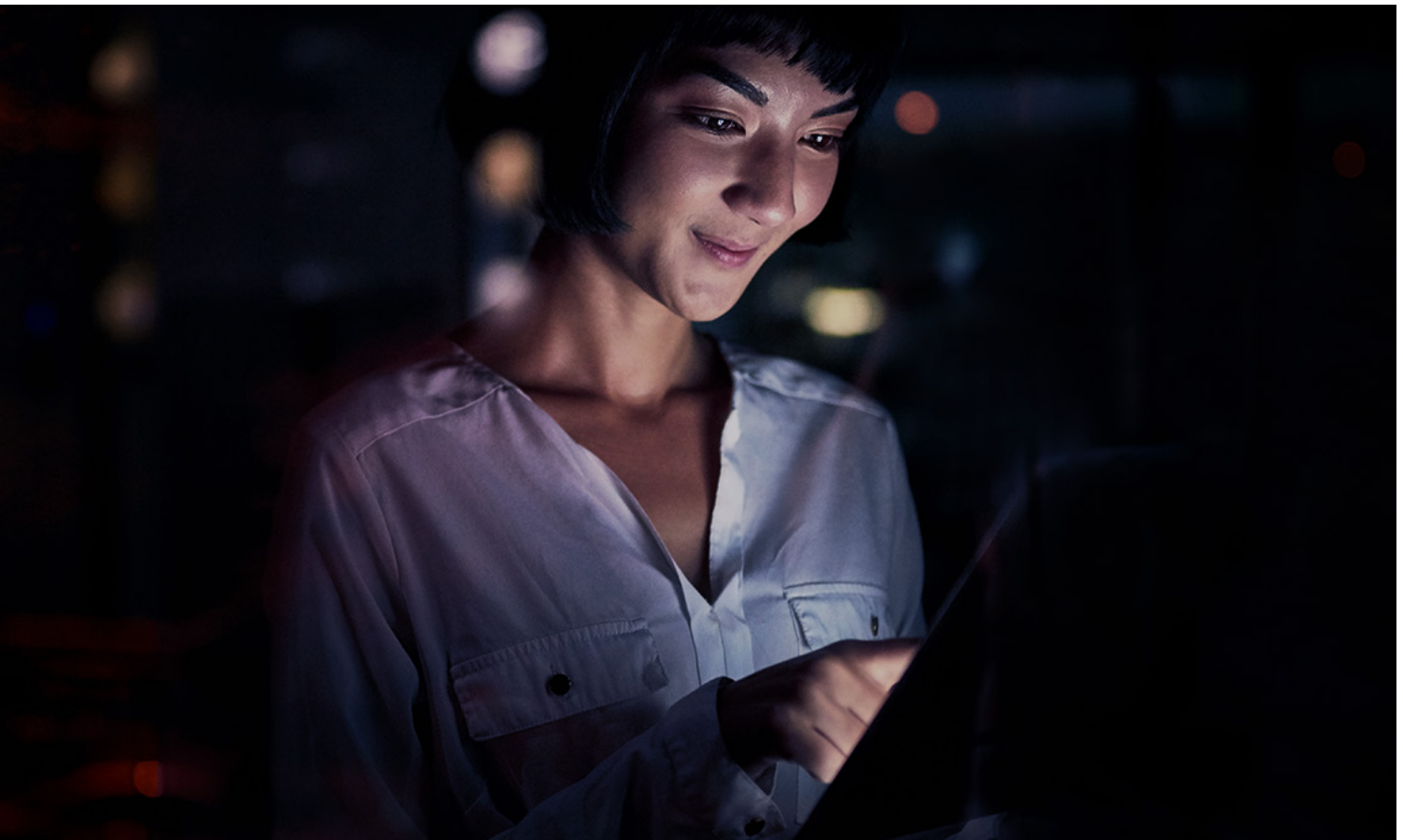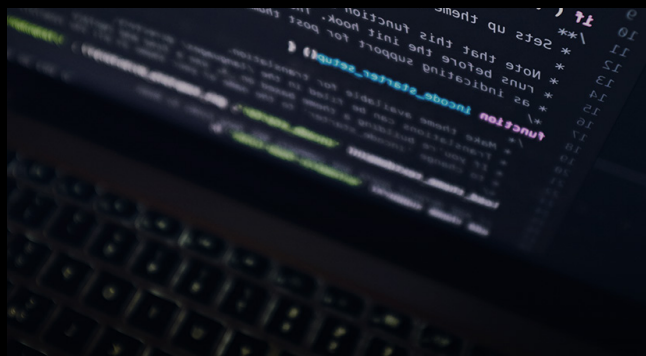# HUMAN

# BotGuard for Growth Marketing

# HUMAN

HUMAN **BotGuard for Growth Marketing** helps marketers uncover and eliminate bots from within their digital marketing efforts and landing pages. Using our multilayered detection methodology, HUMAN detects today's sophisticated bots that mimic human behavior and skew metrics. HUMAN BotGuard helps marketers maximize engagement with humans, maintain cleaner data platforms, enhance lead-generation, and deliver more efficient results.



## Sophisticated bots seamlessly blend with legitimate human traffic, severely skewing performance marketing tactics and analytics while stealing billions of dollars from brands

# Use Cases



## Media Buy Fraud

Brands increase awareness by investing in a variety of media, which may have a hybrid of human and bot traffic to inflate value. Such campaigns are often evaluated on CTR thus falsely crediting bot click-throughs to the advertiser site.

## Lead Generation Deception

Fraudsters drive bot traffic to landing pages, typically with form fills, and emulate human behaviors to avert detection. When companies pay for leads, sometimes third-parties are tapped to meet.





## Lookalike & Retargeting Deception

Brands expanding their reach by purchasing audiences behaviorally similar to their core audience sometimes unintentionally invite bad actors who have built up profiles to look like that audience. When service providers drive site traffic from sophisticated bots which then populate DMPs or CRMs, then use this data to retarget bots, fraudsters falsely claim the referral payments.

## Competitive Assaults

"Black hat" marketers invoke click bots to launch automated search queries, click on competitor ads to waste competitor budgets, and diffuse targeted marketing efforts.

# Maximize Human Engagement

BotGuard for Growth Marketing empowers marketers to uncover sophisticated bots hiding within their performance tactics and emulating humans on their landing pages. This enables marketers to focus on human verified interactions and deliver conversion gains across all digital marketing channels.

- **Optimized Conversions**
- **Data Hygiene**
- **Lower Costs**
- **Better Leads**
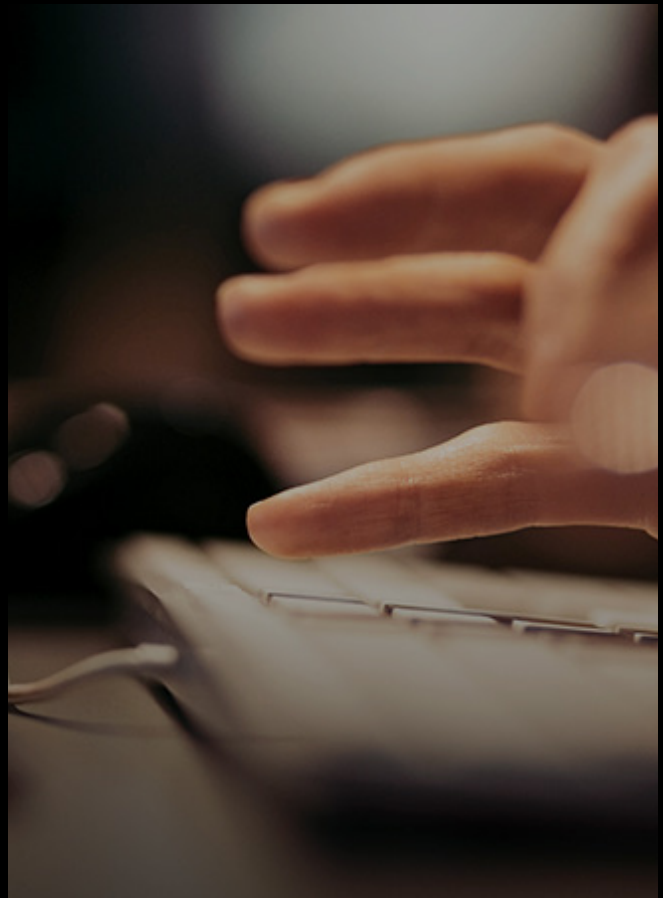
# Improve Return On Investment

Marketers make a host of complex decisions when trying to acquire customers, all based on various data points. More accurate data leads to more effective KPIs and allows marketers to take action against bots.

- **Protect Spend**
- **Verify Interactions**
- **Unify Analytics**
- **Clean Data Pools**

# HUMAN helped a luxury auto brand identify and eliminate the sources that were driving high-levels of fraud

## 600% Conversion Rate Increase

**Case Study:** A luxury automobile brand was investing significant budget and effort to drive customers to its sites but realizing lower than expected conversion rates. With HUMAN BotGuard for Growth Marketing, they learned that a few of their campaigns were driving a high-level of bots, some north of 30% of traffic, to their campaign landing pages. HUMAN BotGuard helped them identify and eliminate the sources that were driving high-levels of fraud, focusing all of their efforts on those that were delivering real, human impressions.

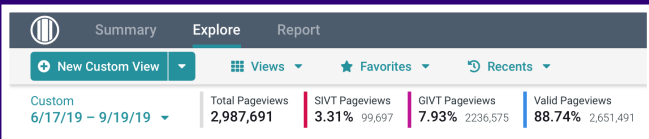# A 6X improvement in conversion rates in just a matter of weeks
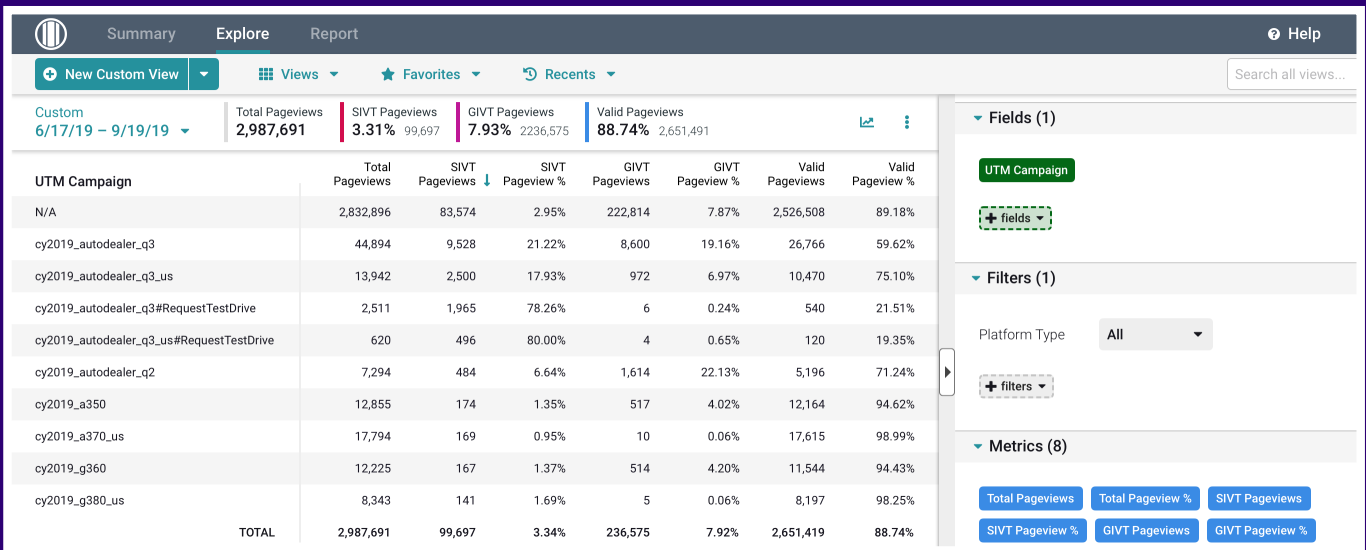
# Robust Actionable Dashboard

Dedicated and fully-customizable dashboard gives users real-time control to explore the data to react to sophisticated bot activity.
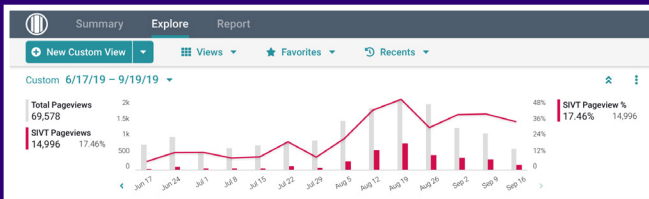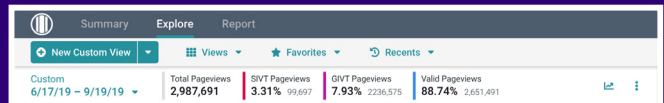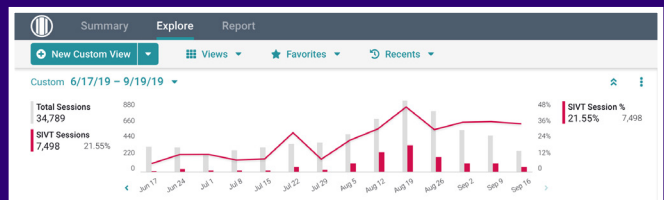
## Source Level:



## Campaign Level:

| UTM Campaign | Total Pageviews | SIVT Pageviews | SIVT Pageview % | GIVT Pageviews | GIVT Pageview % | Valid Pageviews | Valid Pageview % |
|---|---|---|---|---|---|---|---|
| N/A | 2,832,896 | 83,574 | 2.95% | 222,814 | 7.87% | 2,526,508 | 89.18% |
| cy2019_autodealer_q3 | 44,894 | 9,528 | 21.22% | 8,600 | 19.16% | 26,766 | 59.62% |
| cy2019_autodealer_q3_us | 13,942 | 2,500 | 17.93% | 972 | 6.97% | 10,470 | 75.10% |
| cy2019_autodealer_q3#RequestTestDrive | 2,511 | 1,965 | 78.26% | 6 | 0.24% | 540 | 21.51% |
| cy2019_autodealer_q3_us#RequestTestDrive | 620 | 496 | 80.00% | 4 | 0.65% | 120 | 19.35% |
| cy2019_autodealer_q2 | 7,294 | 484 | 6.64% | 1,614 | 22.13% | 5,196 | 71.24% |
| cy2019_a350 | 12,855 | 174 | 1.35% | 517 | 4.02% | 12,164 | 94.62% |
| cy2019_a370_us | 17,794 | 169 | 0.95% | 10 | 0.06% | 17,615 | 98.99% |
| cy2019_g360 | 12,225 | 167 | 1.37% | 514 | 4.20% | 11,544 | 94.43% |
| cy2019_g380_us | 8,343 | 141 | 1.69% | 5 | 0.06% | 8,197 | 98.25% |
| TOTAL | 2,987,691 | 99,697 | 3.34% | 236,575 | 7.92% | 2,651,419 | 88.74% |

Total Pageviews **2,987,691** · SIVT Pageviews **3.31%** 99,697 · GIVT Pageviews **7.93%** 2236,575 · Valid Pageviews **88.74%** 2,651,491

Fields (1): UTM Campaign

Filters (1): Platform Type — All

Metrics (8): Total Pageviews, Total Pageview %, SIVT Pageviews, SIVT Pageview %, GIVT Pageviews, GIVT Pageview %

## IVT Trends Over Time:



## Page-Level:



## Platform, Environment & OS Level:



## Session Level:
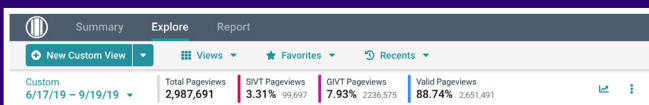
# Human Verification™ Engine

## Collect Signals ——— Decision Engine ——— Classify Events

Signal Evasion

Custom Data

Network

Device

Bot

Nonstandard

Valid

Technical Evidence

Continuous Adaptation

Global Threat Intelligence

Machine Learning

JavaScript or SDK

**Client** ———— Allow - Delay - Block - Deceive ———— **Mitigation**

Server Integration
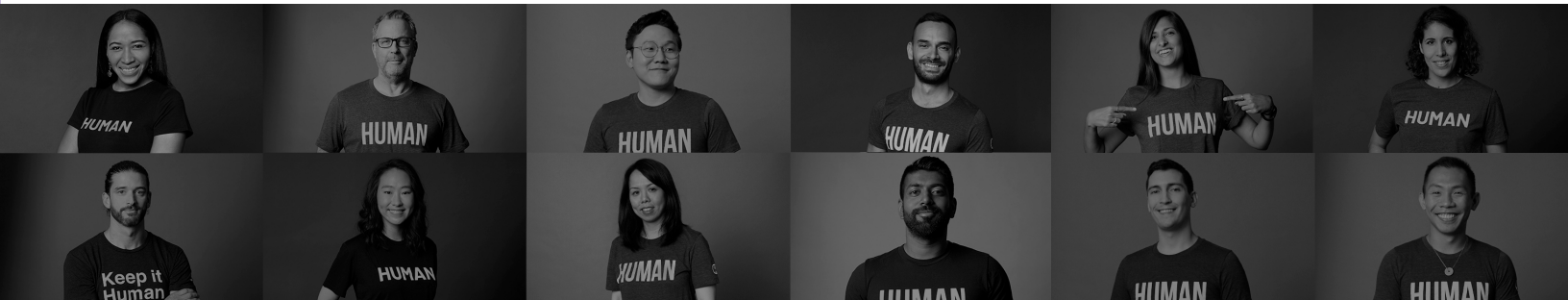
# About Us

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

**⊕ HUMAN**