HUMAN

HUMAN Malvertising Defense

Keep Ads Honest to Safeguard Platforms

Malicious and unwanted ads ruin more than just visitor experiences on publisher sites. They threaten the very foundation of trust between platforms and publishers that drives the programmatic ecosystem. This includes not only malicious ads that install malware on users' devices, but also poor quality ads from unwanted advertisers.

Platforms without protections against malicious ads and controls for unwanted ads risk publishers leaving for cleaner inventory. As the programmatic digital advertising marketplace continues to grow and evolve, so too will the threat of malvertising. Modern defense strategies and preventative solutions are needed to protect the ecosystem from these threats.
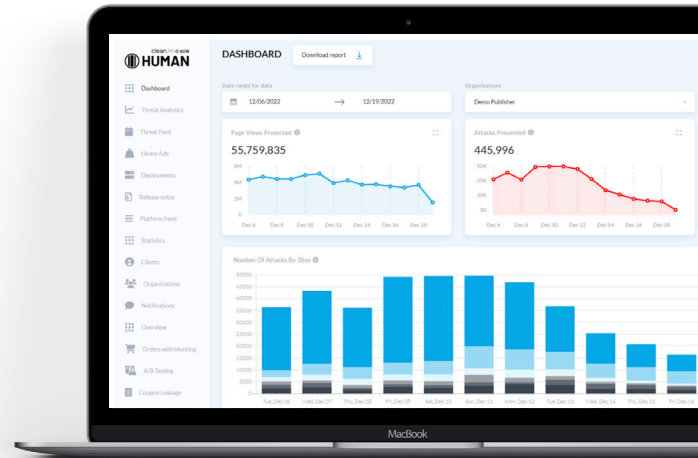
HUMAN Malvertising Defense

HUMAN Malvertising Defense safeguards platforms from attacks executed through the digital advertising ecosystem and provides controls against unwanted creatives. Using behavioral analysis, HUMAN delivers superior detection of malicious behavior in creatives with lower false positive rates, and less added latency. Sophisticated scanning and machine learning models for content extraction, detection, and analysis ensure compliance of ad creatives and landing pages to platform-specific standards.

When the programmatic bidding process completes, HUMAN Malvertising Defense wraps the winning creative and behaviorally scans it for malicious behavior and creative standards. Alerts surface whenever malicious activity or content violations are identified in either the creative or associated landing page. This empowers platforms to completely block the malicious creative from being served to programmatic or publisher clients.

Protection Against

Malicious Ads **Malicious Landing Pages** **Cloaked Ads** **Ad Quality**

HUMAN Malvertising Defense disrupts fraudsters' ROI by blocking malicious code while allowing the ad to render, preventing fraudsters from capitalizing on ad tech platform activity. It raises the cost for attackers while reducing the cost of collective defense across platforms, websites, and mobile applications globally.

> "If malicious redirects or bad ads are a problem for you, then that problem is instantly solvable by implementing HUMAN Malvertising Defense. It is that simple. 100% effective."
>
> — COO, Venatus Media

Benefits for Digital Businesses

Preserve Revenue

Automatic behavioral detection scans creative samples to help platforms keep malicious and unwanted creative from hijacking programmatic bids to build supply partner trust.

Protect Brand Reputation

Eliminating threats with greater precision delivers platforms peace of mind by preventing malicious ads from serving while avoiding costly false positives.

Optimize Performance and Overhead

Single line of code provides comprehensive protection while eliminating performance issues related to bulky blocklists and scaled deployments while Threat API reduces maintenance overhead with automated threat mitigation.

How it Works

Platform

RENDER

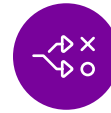Winning creatives are delivered from the platform following the programmatic bidding process.

ANALYZE

HUMAN protection script is deployed on a sampled basis, wrapping the creative and monitoring for malicious activity in real-time.

BLOCK

Platforms use intelligence from HUMAN to stop malicious ad creative from being served.

FILTER

For unwanted ads, sophisticated scanning and ML models for content extraction, detection and analysis ensure compliance of ad creatives and landing pages to platform-specific standards.

The HUMAN Malvertising Defense Advantage

Simple Implementation

A single line of code adds sophisticated protection against malicious ad activity and enables quality controls for any platform

Continuously Updated

Protection knowledge base updates automatically, defending against evolving threats

Greater Visibility

We see 20 trillion interactions a week, more than any other platform, affording us greater understanding of the threats facing platforms better across the entirety of ad tech and enterprise use cases

> "HUMAN Malvertising Defense worked exactly as described. Simple, effective, and smart. Following implementation we saw all key financial KPIs improve."
>
> — Chief Product Officer, Pub+

Powered by the Human Defense Platform

HUMAN uses a modern defense strategy to safeguard publishers, platforms, and audiences from digital advertising attacks to protect reputations and revenue. HUMAN Malvertising Defense runs on the Human Defense Platform, which powers an award-winning suite of application protection solutions enabling full visibility and control of your web and mobile applications, platforms, APIs, ecommerce sites, and digital marketing efforts.

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.**