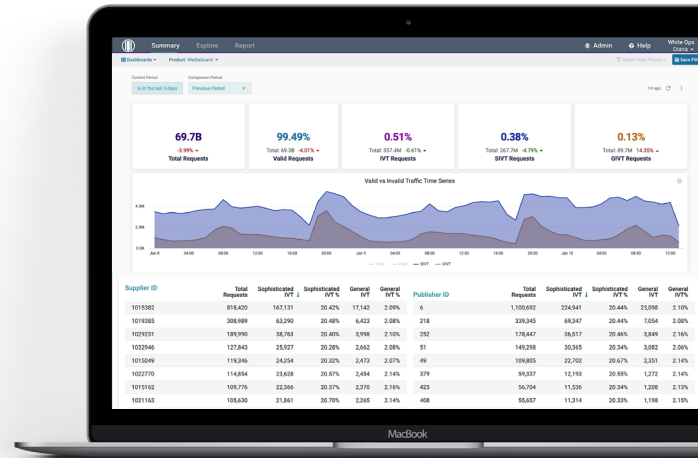# HUMAN

HUMAN Programmatic Ad Fraud Defense for Advertisers

Protection against disruptive digital advertising fraud

At its foundation, advertising is simple: reach desired audiences with key messages to drive desired outcomes. The challenge is that fraud threatens just that. With the rapid expansion of channels such as CTV and audio, every new environment is a new opportunity for fraudsters to follow the money.

The influx of new environments, combined with ever-increasing ad spending, gives fraudsters an even greater opportunity. With digital ad spend projected to reach $735B by 2025, fraudsters are exploiting vulnerabilities in the online advertising system, draining advertising budgets, distorting campaign data, and tarnishing brand reputation putting advertisers' hard work at risk.

HUMAN Programmatic Ad Fraud Defense

HUMAN Programmatic Ad Fraud Defense protects advertisers' digital investments by reducing waste, increasing human ROI, and enabling optimization by detecting fraud to ensure ads reach real humans. HUMAN provides deep technical analysis and actionable insights in post-bid environments that do more than simply measure the presence of fraud or provide static blocklists that cannot adapt at the fraudsters' speed.

Multilayered detection of invalid traffic across environments
Detects fraud through real-time traffic analysis of sophisticated invalid traffic in post-bid environments across desktop, mobile web, mobile in-app, audio, and Connected TV (CTV).

Gain transparency into sources of fraud
Protecting against fraudulent or risky impressions attacking your ad campaigns requires a lot of time, people, technology, and resources. HUMAN provides the deep transparency needed to protect media investments.

Deep technical analysis of invalid traffic
Real-time technical analysis of more than 2,500 signals on every impression delivered with post-bid detection to identify the presence of sophisticated invalid traffic. We don't operate with static allowlists/exclusion lists. Runtime decisioning is verified using HUMAN's prediction engine, which uses 350+ machine learning algorithms.

> "[HUMAN is] the first company to receive MRC accreditation for SIVT solutions that encompass both the pre- and post-bid processes, across desktop, mobile web, in-app, and OTT platforms, clearly speaks to its continued position at the forefront of this vital industry space."
>
> — George W. Ivie, Executive Director & CEO, MRC

Benefits for Digital Advertisers

Improve Ad Performance
Make the most of every dollar by ensuring ads are delivered to real humans

Reduce Spend Wasted On Fraud
Reinvest savings of up to 5% of annual advertising budget into valid impressions and click traffic within top-performing sources

Stop Fraud from Impacting Media Campaigns
Regain losses and proactively remove IVT sources by gaining transparency into the types of fraud impacting your campaign activity

How it Works

IMPLEMENT
Place tags

DETECT
Post-bid "human or not" traffic analysis

REPORT
Visualization of bot traffic and context in HUMAN Dashboard

MITIGATE
Identify sources of fraud and take necessary actions

The HUMAN Programmatic Ad Fraud Defense Advantage

Visibility Advantage
HUMAN observes more than 20 trillion transactions each week across 3 billion unique devices monthly, which provides unmatched visibility and intelligence into sophisticated ad fraud across all channels.

Network Effect
Protection for the leading platforms, device providers and publishers, including Google, The Trade Desk FreeWheel, Roku, and Samsung.

Precision
Accurate detection based on real-time technical analysis of over 2,500 signals on every transaction, not behavioral monitoring or static lists.

Multi-Channel
Detection in post-bid environments across desktop, mobile web, mobile in-app, audio and CTV channels.

Key Integrations

Observing over 85% of programmatic impressions across leading platforms:

Google   xandr

amazonads   FREEWHEEL
A COMCAST COMPANY

Magnite   OneView
by Roku

INDEX EXCHANGE   gumgum

Key Marketplace Integrations

snowflake   awsmarketplace

Powered by the Human Defense Platform

HUMAN uses a modern defense strategy to safeguard organizations from bot attacks and fraud, increasing ROI and trust while decreasing customer friction, data contamination, and cybersecurity exposure. HUMAN Programmatic Ad Fraud Defense runs on the Human Defense Platform, which powers an award-winning suite of programmatic advertising and application protection solutions. We enable organizations to have full visibility and control of their digital presence.

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.**