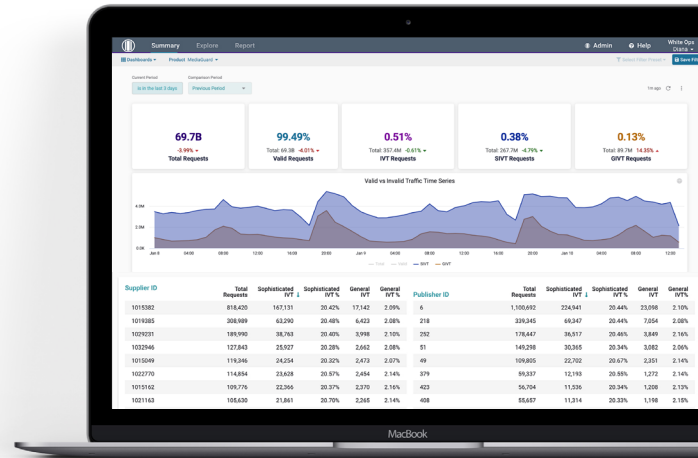




HUMAN Programmatic Ad Fraud Defense for Platforms



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 2025¹ platforms are tasked with protecting advertisers' investments and providing fraud free inventory or risk reputational and financial damages.

HUMAN Programmatic Ad Fraud Defense

Programmatic Ad Fraud Defense increases ad inventory value, ensures advertiser trust, and protects revenue by detecting and mitigating fraud to ensure ads reach real humans. Whether in pre-bid or post-bid architecture, HUMAN provides deep technical analysis and actionable insights that do more than simply measure the presence of fraud or provide static blocklists that cannot adapt at the fraudsters' speed.

Prevent sophisticated invalid traffic from infiltrating platforms

Detect and mitigate sophisticated invalid traffic in real-time before a bid is made at each programmatic transaction across desktop, mobile web, mobile in-app, audio, and Connected TV (CTV).

Gain transparency into supply paths to protect platform quality

Fighting fraudulent or risky supply sources that have already entered a platform's ad inventory requires a lot of time, technology, and resources. HUMAN provides deep transparency into all supply sources to protect the reputation of platforms and ease operational costs fighting fraud.

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 Platforms

Provide Trusted Inventory to Advertisers

Proactively prevent fraud with pre-bid mitigation across environments with real-time analysis of each impression in 12ms or less

Stop Fraud at the Source

Protect existing revenue through increased transparency into all inventory to eliminate fraud and dramatically reduce IVT

Increase Demand

Improve ad performance and advertiser trust by verifying critical inventory across mobile, desktop, CTV and audio environments

¹<https://content-na1.emarketer.com/worldwide-ad-spending-update-2023>

How it Works



IMPLEMENT

Place tags /
implement SDK



DECIDE

Real-time "human or not"
decision engine



PREVENT

Prevent bots before
bids are made



REPORT

Immediate visualization
of bot traffic and context
in HUMAN Dashboard

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

Multi-Channel

Detection and mitigation in pre- and post-bid environments across desktop, mobile web, mobile in-app, and CTV channels.

Key Integrations

Observing over 85% of
programmatic impressions
across leading platforms:

Google 

amazonads 

Magnite 

 INDEX EXCHANGE 

Key Marketplace Integrations

 snowflake 

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.**