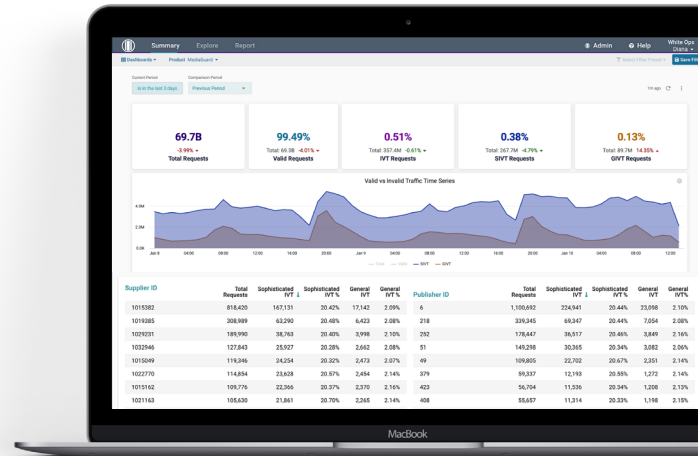




HUMAN Programmatic Ad Fraud Defense for Publishers



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 publishers are faced with the challenge of defending against the risks imposed by these bad actors including siphoning revenue, distorting performance metrics, and undermining the credibility of a publisher's content.

HUMAN Programmatic Ad Fraud Defense

HUMAN Programmatic Ad Fraud Defense increases marketplace trust with demand partners, maximizes inventory value, and protects revenue by ensuring 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 supply paths to protect inventory quality

Protecting your ad inventory requires a lot of time, people, technology, and resources. HUMAN provides deep transparency into all traffic to protect the reputation of publishers 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 Publishers and Device Manufacturers

Build Marketplace Trust

Eliminate fraudulent impressions and gain visibility into sources driving invalid traffic to ensure ads are seen by humans

Maximize Inventory Value

Increase demand by proactively fighting against evolving ad fraud techniques to increase ad performance and revenue with fraud-free inventory

Protect Revenue

Gain insight into sources delivering invalid traffic and allow your team to focus on growing revenue by reducing clawback discussions

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

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.