



# HUMAN Programmatic Ad Fraud Defense

Protection against disruptive digital advertising fraud

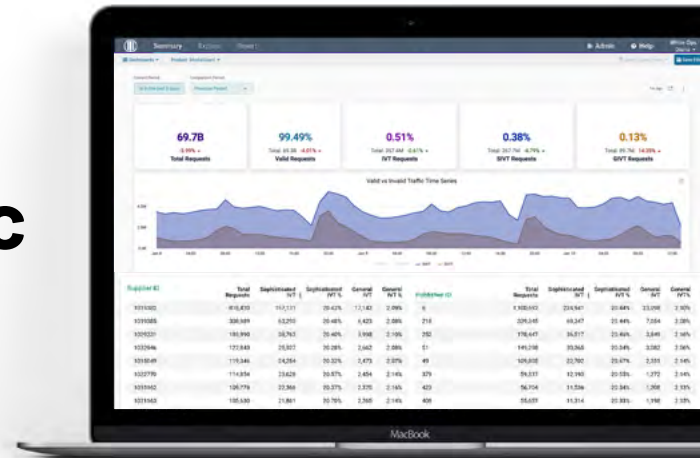
At its foundation, advertising is simple: reach desired audiences with key messages to drive desired outcomes. The challenge is that fraud threatens those same outcomes. With the rapid expansion of channels such as CTV and audio, every new environment is a new opportunity for fraudsters to follow the 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 \$735 billion by 2025, platforms, publishers, and advertisers alike need to protect valuable media investments from the threat of fraud or risk reputational and financial damages.

## HUMAN Programmatic Ad Fraud Defense

HUMAN Programmatic Ad Fraud Defense detects and mitigates disruptive ad fraud in the programmatic ecosystem to ensure quality inventory reaches real humans across all channels. Whether in pre-bid or post-bid implementations, HUMAN provides deep technical analysis and actionable insights that do more than simply measure the presence of fraud. These insights enable the ecosystem to mitigate the threats and change the economics on the cybercriminals.

With Programmatic Ad Fraud Defense, ad tech platforms, device owners, publishers, and advertisers are empowered to trust the evidence-based decisions driving digital advertising. HUMAN uses superior detection techniques, hacker intelligence, and collective protection to defeat fraud and abuse in digital advertising with unmatched scale, speed, and precision.



**"[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

### Stop Fraud at the Source

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

### Deliver Quality Experiences

Increase trust by proactively protecting ads while reducing costs associated with fending off fraud.

### Improve Performance

Increase revenue and make the most of every dollar by ensuring ads reach real humans.

## How it Works

### Pre-Bid



#### IMPLEMENT

Place tags/  
implement SDK



#### DECIDE

Real-time  
"human or not"  
decision engine



#### PREVENT

Prevent bots  
before any bids  
are ever made



#### REPORT

Immediate  
visualization of  
bot traffic and  
context in HUMAN  
Dashboard

### Post-Bid



#### 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 decisions based on real-time technical analysis of more than 2,500 signals on every transaction, not on 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:

FREEWHEEL  
A COMCAST COMPANY

xandr

OneView  
by Roku

gumgum

yieldmo

INDEX EXCHANGE

yahoo!

theTradeDesk

## Key Marketplace Integrations

snowflake

awsmarketplace

## Powered by the Human Defense Platform

HUMAN uses modern defense 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 Modern Defense Platform that powers an award-winning suite of programmatic advertising and application protection solutions enabling organizations to have full visibility and control of their digital presences.

## 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](http://www.humansecurity.com).**