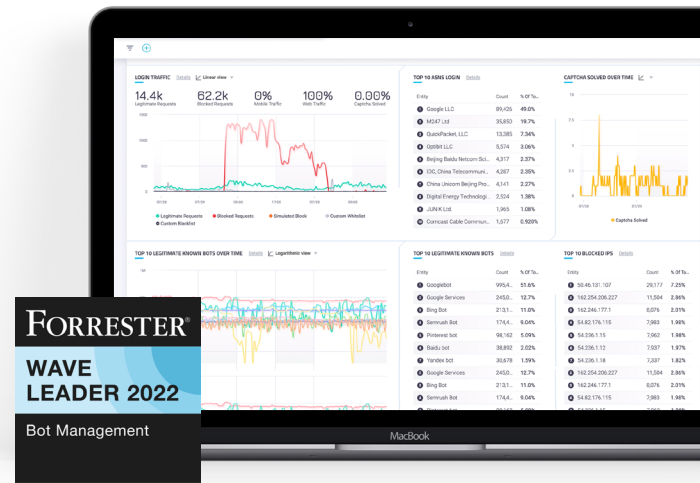




HUMAN Bot Defender for Web Analytics

Ensure accurate web analytics for better business intelligence



Online businesses rely on web metrics to evaluate user engagement, campaign performance, and page popularity. When bot traffic skews your analytics, businesses may make strategic decisions based on inaccurate data.

Today, bots typically constitute 50% or more of all website activity. This can jump up to 90% during peak periods, like the holiday season. The presence of bots in your traffic pollutes visitor data and corrupts your analytics, making KPIs such as user tracking, session duration, bounce rate, ad clicks, look-to-book ratio, and conversion rate become completely unreliable. Contaminated data leads to misguided decisions that can significantly impact your business and revenue.

HUMAN Bot Defender

HUMAN Bot Defender is a behavior-based, machine-learning driven bot management solution that protects your websites, mobile applications and APIs from automated attacks. Bot Defender safeguards your online revenue, competitive edge and brand reputation.

Bot Defender provides the world's largest digital businesses with best-in-class bot protection. Detection is based on behavioral analytics, advanced machine learning techniques, predictive models and security research. Bot Defender blocks a wide range of automated attacks, preserving page load performance, and optimizing security resources and infrastructure costs.

"We can trust our data and analytics with Bot Defender. With Bot Defender, you just set it and forget it - and have peace of mind."

— Jay Nagrelli, VP of E-commerce at Samsonite

Benefits for digital businesses

Trust Your First-party Data

Prevent bad data from skewing customer analytics models, so businesses can make smarter decisions.

Maximize Your Marketing Investment

Identify top sources of fake traffic, filter out bot activity, and generate valid human traffic.

Convert More

Create engaging on-site and marketing experiences and make product decisions based on real human interactions, not manipulated content or fake engagement.

How it Works



COLLECT

More than 2500 client-side non-PII signals are collected to determine human versus automated activity for all traffic landing on a site.



DECIDE

Technical evidence is combined with machine learning to deliver decisions with industry-leading speed and accuracy.



PREVENT

Decisions are deployed to downstream marketing systems, automatically preventing identification and profiling of nonhuman sessions to avoid remarketing and personalization activities.



REPORT

Insights identifying fraudulent traffic sources and destination hotspots are available within minutes in the HUMAN dashboard and popular marketing analytics platforms.

The HUMAN Advantage

Easy to Deploy

- Easily configure and deploy via any tag manager within minutes to quickly bring visibility to marketing efforts.
- Set custom parameters and policies according to your business needs.

Seamless Integrations

- Extend analytics capabilities by integrating with leading analytics platforms. The identification of non-human traffic is shared and removed to provide clean custom reports, segments and audiences.
- Utilize the 40+ pre-built Enforcer integrations that support a wide range of content delivery networks (CDNs), load balancers, web servers and application servers.

Detailed Reporting

- Bot reports provide visibility into the effectiveness of marketing campaigns, paid ads and website searches.
- Generate out-of-the-box and custom reports for all stakeholders.

Low-latency Architecture

- Deploys out-of-band without adding another layer of in-line traffic processing.

Detection Accuracy

- Cloud-based Detector uses over 120 ML algorithms and 160 ML models to mitigate bot traffic across web, mobile and API channels.

Enterprise Level Customer Services

- HUMAN security experts serve as an extension of your team and are available 24/7/365 over dedicated Slack channels, email or phone.

Key Integrations

Application SDK/Middleware



Load Balancers and Web Servers



Serverless and Cloud Frameworks



E-commerce Platforms



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.