



# HUMAN Data Contamination Defense

Secure accurate data and analytics, protect lead generation activity

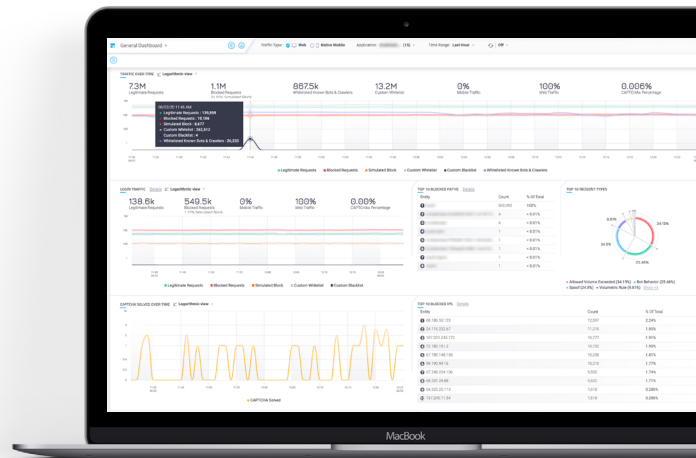
Sophisticated bots and digital attacks not only pose security issues, but also skew the data driving strategic decisions across your entire business. When bot traffic contaminates website metrics and marketing data, organizations base their plans on a distorted interpretation of how their business appears to them, not on what is actually true.

Customers increasingly require personalized experiences online amid rising privacy demands, making first-party data all the more valuable. Creating engaging on-site and marketing experiences requires a deep understanding of your audience. Spammed comments and reviews, fake product interactions, and automated form-fills with stolen PII paint an inaccurate picture of user preferences and engagement. A data-driven decision is meaningless if the data that's driving it is inaccurate.

## HUMAN Data Contamination Defense

HUMAN Data Contamination Defense ensures accurate data and analytics using behavioral profiles, machine learning models, and real-time sensor data to filter out automated traffic from human traffic. This gives companies confidence that their data assets are accurate and free from fraud.

With improved analytics, businesses can better optimize spending, protect against compliance risks, strengthen product and pricing plans, and create more engaging online experiences for their users. HUMAN Data Contamination Defense gives teams peace of mind and sets them up for success.



**“When leads come in and you find out that they’re all fake, it disrupts the entire reporting system.”**

Group Director, Programmatic & Analytics  
Innocean Worldwide Canada

## Benefits for digital businesses

### Trust Your First-Party Data

Prevent bad data from skewing customer analytics models to make smarter, data-driven business decisions.

### Generate Cleaner Leads

Eliminate automated form-fills within customer acquisition efforts, avoiding trust and privacy risks that may arise when bots submit form fills using stolen PII.

### Convert More Effectively

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

## How it Works



### COLLECT

Assess thousands of client-side non-PII signals to determine human versus automated activity for all traffic landing on a site.



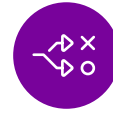
### DECIDE

Combine technical evidence with machine learning to deliver decisions with industry-leading speed and accuracy.



### REPORT

Examine insights into fraudulent traffic sources and destination hotspots within minutes in the HUMAN dashboard and on popular marketing analytics platforms.



### PREVENT

Block automated engagements on-site from generating form-fills, automatically preventing non-human sessions to avoid wasted marketing and personalization efforts.

## The HUMAN Advantage

### Greater Accuracy

Technical evidence collected from more than 2500 client-side non-PII signals are combined with machine learning to determine human versus automated activity with greater accuracy.

### Actionable Insights

Insights identifying fraudulent traffic sources and destination hotspots give marketing teams greater control over data, marketing metrics and KPIs.

### Unmatched Scale

With 20 trillion interactions per month, HUMAN sees more than anyone else to help us understand the threats across the entirety of ad tech and enterprise use cases better than anyone us.

### White-Glove Service

Speedy and attentive customer support team.

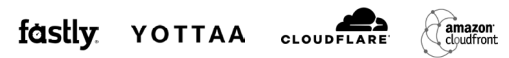
## Powered by the Human Defense Platform

Data Contamination Defense is part of the Human Defense Platform, which powers an award-winning suite of application protection solutions. The platform uses a modern defense strategy to enable full visibility and control of your web and mobile applications, platforms, APIs, ecommerce sites, and digital marketing efforts.

The Human Defense Platform gives customers the flexibility to choose single or multiple modules to combat the specific risks they face. Once one HUMAN solution has been integrated, deploying additional ones requires minimal extra work.

## Key Integrations

Edge Integrations (CDN, Cloud)



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. HUMAN was named one of the [TIME100 Most Influential Companies of 2023](#). Protect your digital business with HUMAN. To Know Who's Real, visit [www.humansecurity.com](http://www.humansecurity.com).