HUMAN

HUMAN Malvertising Defense

Keep Ads Honest to Safeguard Publishers and Platforms From Malicious Ads

Safeguarding the user experience and maintaining low bounce rates are the keys to successful advertising campaigns. But the programmatic advertising ecosystem has become a prime target for cybercriminals looking to attack audiences through harmful advertisements, or **malvertisements**.

Malware attacks can wreak havoc on publisher and platform revenue, ruin brand reputations, and harm visitors to publisher sites. As the programmatic digital advertising marketplace continues to grow and evolve, so too will the threat of malvertising. Modern defense strategies and preventative solutions are needed to protect the ecosystem from these threats.

HUMAN Malvertising Defense

HUMAN Malvertising Defense safeguards publishers, platforms, audiences, and advertisers from attacks executed through the digital advertising ecosystem. Using behavioral analysis, HUMAN delivers superior detection of malicious behavior in creatives with lower false positive rates, and less added latency than traditional blocklist techniques.

Publisher Protection

Page-level code blocks harmful or deceitful code within ads delivered from unprotected platforms while still allowing the ads to render on site. This ensures malvertisers pay for the impressions, publishers earn their revenue, and audiences never encounter the threat.

Platform Protection

Malvertising Defense scans digital ad creatives and alerts protected platforms when malicious behavior is detected. This empowers platforms to keep the bad ad from ever being served to their publisher clients. Malvertising Defense disrupts the ROI for fraudsters, raising the cost for attackers while reducing the cost of collective defense across millions of websites and mobile applications globally.
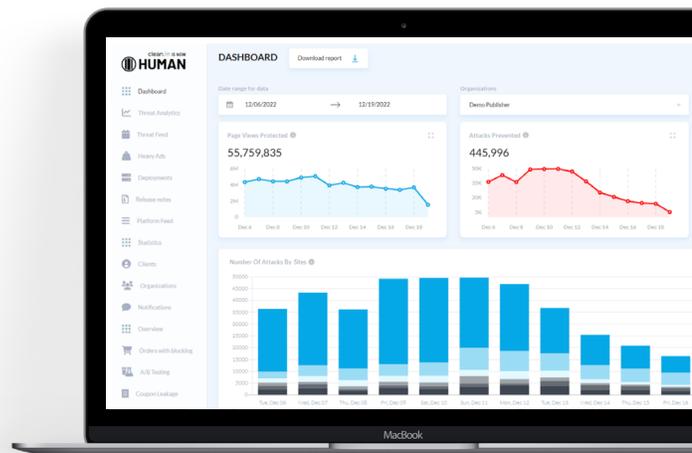
"We were constantly dealing with unhappy readers who were frustrated with redirects, but all of that disappeared once we began using HUMAN Malvertising Defense. Getting up and running was quick and easy, and maintenance is almost non-existent."

— SVP of Revenue Operations, 101 Network

Benefits for Digital Businesses

Stop Malvertising Attacks

Automatic behavioral detection identifies and prevents malicious behavior from hijacking digital ad inventory.

Protect Reputation and Revenue

Eliminating threats with greater precision delivers publishers and platforms peace of mind by preventing malicious ads while avoiding costly false positives and negatives.

Reduce Latency and Overhead

Easily implemented single line of code protects without adding the latency of bulky blocklists and eliminates maintenance overhead by automatically updating threat protections.

How it Works

Publishers

RENDER
The only solution that blocks malicious activity after an infected ad has rendered on page, allowing the ad impression to fire and protecting your site without sacrificing revenue.

ANALYZE
On-page script scans all ad units on the page, including video, to identify potentially malicious behavior within the creative.

BLOCK
Any detected malicious activity within the ad is prevented, protecting site visitors from the behavior while still seeing the ads.

Platform

RENDER
Winning creatives are rendered within the platform following the programmatic bidding process.

ANALYZE
Creative is wrapped and scanned for malicious behavior.

BLOCK
Platforms use intelligence from HUMAN to block malicious ad creative from ever being served.

The HUMAN Malvertising Defense Advantage

Simple Implementation
Behavioral analysis protects with unmatched speed and accuracy, decreasing the level of false positives and negatives.

Streamlined
Seamless approach to fighting malvertising with lower latency than bulky blocklist solutions.

Reduced Overhead Drain
Easy implementation, automatic updates, and white glove service eases the burden on customer teams.

Greater Visibility
No one understands the threats better than us as we see more than anyone else across the entirety of ad tech and enterprise use cases.

Powered by the Human Defense Platform

HUMAN uses a modern defense strategy to safeguard publishers, platforms, and audiences from digital advertising attacks to protect reputations and revenue. HUMAN Malvertising Defense runs on the Human Defense Platform, which powers an award-winning suite of application protection solutions enabling full visibility and control of your web and mobile applications, platforms, APIs, ecommerce sites, and digital marketing efforts.

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.**