The adoption of new ways to reach audiences - web, connected TV, native, mobile web and mobile app - has digital ad spending soaring. But with every new destination for advertising comes a wave of fraudsters looking to grab their piece of the pie. These fraudsters invade digital advertising, click on ads, and steal advertising spend. When fraudsters invade ad tech platforms they not only steal digital spend from advertisers, they damage inventory reputation and future revenue streams for platforms.

MediaGuard enables ad tech platforms, media owners and brands to counter this disruptive fraud by:

**Improving Inventory Quality:** Actively prevent invalid traffic across desktop, mobile web, mobile app, and CTV environments in real-time before a bid is ever made on an impression to strengthen reputations with demand partners.

**Monitoring Supply Sources:** Monitor activity from humans and malicious bots across digital impressions to gain insights into inventory quality and take necessary actions with suppliers.

**Self-Monitoring & Reputation Protection:** Proactively monitor for sophisticated bot activity within digital advertising efforts to maximize ad spend and ensure campaigns are only reaching humans.

“...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 digital businesses**

**Increase Trust**
Ensure your digital efforts are only reaching humans by protecting your platforms from sophisticated bots.

**Improve Quality**
Strengthen platform reputation while reducing costs associated with fending off fraud by keeping your platform’s ad inventory clean from the start.

**Optimize Return**
Protect existing revenue from demand partners while attracting new revenue with higher-quality, fraud-free inventory.
About HUMAN
HUMAN is a cybersecurity company that safeguards 465+ customers from digital attacks, including bots, fraud and account 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.

How it Works

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

The HUMAN Advantage

Unmatched Scale
Seeing 20 trillion transactions each week and more than 300 million unique devices monthly provides MediaGuard customers with unmatched intelligence into sophisticated bot fraud across all channels.

Collective Protection
Effectively fighting fraud requires all parties to work together. Learnings are shared across all of HUMAN’s 400+ clients, meaning a detection event for one is a prevention event for all.

Unprecedented Accuracy
Sophisticated, multilayered detection methodology, leveraging technical evidence, machine learning, threat intelligence, and continuous adaptation.

Complete Precision
Impressions are only identified as SIVT and prevented when there is absolute certainty traffic is invalid. HUMAN is able to decipher between real humans and sophisticated bots on the same machine.

“Over 85% of all global programmatic impressions run through MediaGuard.”

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. MediaGuard runs on the Human 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.