



Increase Revenue By Preventing Fraud

Protect the reputation of your inventory to improve its value and drive increased revenue from demand partners

Ad Fraud Threatens the Entire Ecosystem

With its increasing spend and ever-evolving channels, digital advertising has been one of the most appealing targets for cybercriminals. Powered by data and processed in milliseconds, programmatically traded channels are particularly vulnerable to fraudsters looking to grab their piece of the pie.

More than just advertising dollars are stolen when fraudsters infiltrate the programmatic ecosystem. When ad fraud enters your inventory, it jeopardizes your relationships with demand partners, exposes them to risk, and damages your business' reputation. Ad fraud damages the trust within the programmatic ecosystem and the decisions it delivers for digital advertising.

Protected Attack Surfaces



DESKTOP



MOBILE WEB



MOBILE APP



CONNECTED TV
(CTV)

Safeguard against Ad Fraud

HUMAN partners with leading ad tech platforms, media owners, and device providers to prevent fraudsters from profiting from digital advertising. MediaGuard is the industry leading solution protecting more than 85% of the total global programmatic impressions that delivers collective protection for the ecosystem from disruptive ad fraud.

MediaGuard uses a multilayered detection methodology that establishes hard technical evidence to prove fraud. This enables MediaGuard to detect and mitigate today's sophisticated bots with unmatched scale, speed, and precision to ensure that only real humans are interacting with your digital advertising activity.

Pain Points

Fraud in Bid Stream

Sophisticated bots can find their way onto your platform and cause your inventory to have high IVT rates.

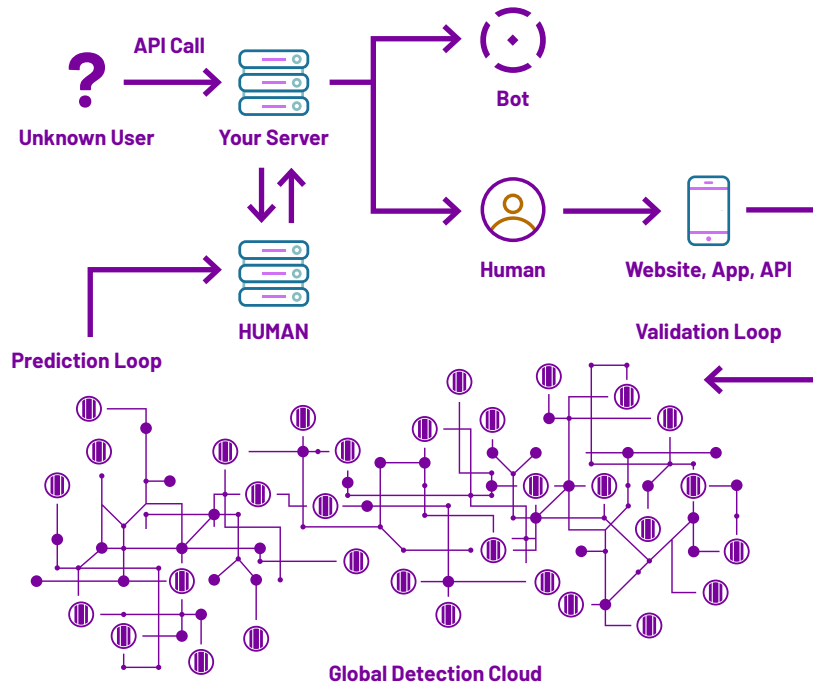
Wasted Resources

Fighting fraud once it enters a platform requires a lot of time, people, technology and money to vet sources and in remediation conversations.

Diminished Revenue

Fraudulent inventory diminishes the value and reputation of a platform with lower performing impressions and more frequent chargebacks being issued.

How MediaGuard Works



The HUMAN MediaGuard Advantage



Increase Trust

Serve Ads to Real Humans

Prevent fraud in pre-bid environments across desktop, mobile and connected TV (CTV) to improve demand partner trust in programmatically traded media.



Improve Quality

Strengthen your Reputation

Eliminate fraud before it enters your platform with greater transparency of supply and stop wasting resources - time, people, technology and money - on remediation and clawbacks.



Optimize Return

Gain Control and Maximize ROAS

Deliver only verified human impressions for more valuable and better performing inventory to gain increased value and revenue from demand partners.

Powered by the Human Verification Engine™

MediaGuard is powered by the Human Verification Engine, which combines technical evidence, machine learning, and continuous adaptation to deliver 'human or not' decisions with unmatched scale, speed, and precision to safeguard your applications and services.

Every week, we verify the humanity of over 15 trillion interactions by leveraging our distinct observability advantage established by analyzing over a decade's worth of data to provide continuously adaptive and collective protection to our customers, who include the world's top internet platforms.

Our Satori Threat Intelligence and Research Team takes down multiple large-scale attack networks every year, proactively identifying and reverse engineering new threats to inform our detection techniques with new indicators against emerging automated attacks.