



Drive Growth By Protecting Data

Keep your valuable data assets free from bot-based fraud to make your marketing dollars work both harder and smarter

Sometimes the Numbers Do Lie

Tasked with driving growth in an ever uncertain landscape, Marketers must make the smartest decisions by quickly leveraging all the data at their disposal. Those decisions are critical and must move audiences toward conversion. However, businesses are finding it increasingly challenging to defend their digital marketing initiatives and lead generation efforts from sophisticated bots.

Sophisticated bots are much better at evading technology as they behave like real users. They can imitate human behavior using mouse movements, keystrokes, and fake browser behavior even when applications work as intended. As a result, traditional marketing and advertising security solutions that rely on behavioral monitoring or static lists to detect bots are increasingly vulnerable to abuse leaving their data at risk.

Protected Attack Surfaces



LOGIN
PAGES



ECOMMERCE
PAGES



REMARKETING
CAMPAIGNS



MARKETING
ANALYTICS

Safeguard against Data Contamination

HUMAN's BotGuard for Growth Marketing helps digital marketers keep fake automated bot-completed customer data from entering marketing analytics systems. This strengthened security delivers improved marketing analytics, saved budget, and increased customer trust.

BotGuard for Growth Marketing uses a multilayered detection methodology that establishes hard technical evidence to prove fraud. This enables BotGuard for Growth Marketing to detect and mitigate today's sophisticated bots with unmatched scale, speed, and precision to ensure that only real humans are interacting with your marketing efforts.

Pain Points

Fake Activity

Sophisticated bots enter your data by looking and acting like humans while interacting with your various marketing assets.

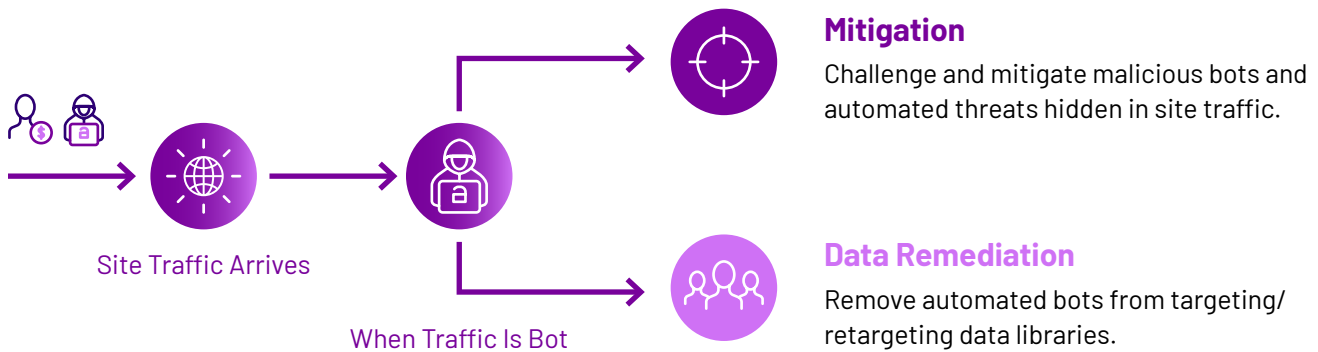
Compromised Analytics

When bots enter the conversion funnel, they can skew key performance indicators (KPIs) and metrics that measure all of your marketing activity.

Misinformed Decisions

Making data-driven decisions becomes much more difficult to do accurately when bots are warping your data and analytics.

How BotGuard for Growth Marketing Works



The HUMAN BotGuard for Growth Marketing Advantage



Convert More Humans

Improve lead quality

Convert site visits from real humans, not automated bots by preventing automated form fills, lead submissions and interactions.



Trust Metrics

Curtail Data Contamination

Prevent bots from contaminating business and marketing analytics for more trusted and effective engagement models based on real human traffic.



Realize Revenue

Optimize Your Remarketing

With 100% focus on defeating automated attacks, HUMAN has a finger on the pulse of the new techniques used by bad actors, protecting your business and the internet.

Powered by the Human Verification Engine™

BotGuard for Growth Marketing 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.