

Ad Quality Defense for Publishers

Defend Your Site from Unwanted Ads

Ad Quality Defense

Ad Quality Defense empowers publishers to proactively remove low-quality and non-compliant digital ads before they ever reach the bidding stage. Protect your ad inventory from content, policy, and technical violations by setting custom standards that ensure your ad inventory remains pristine. Elevate your ad quality and safeguard your reputation with Ad Quality Defense: where quality meets trust in digital advertising.

Ad Quality Defense is part of Advertising Protection, a suite of solutions on the Human Defense Platform specifically designed to secure digital advertising.

What We Solve For



NSFW CONTENT



MISCLASSIFIED ADS



POLICY VIOLATIONS



TECHNICAL VIOLATIONS

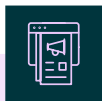
"The HUMAN team is truly solving the unsolvable, and as such, we consider them one of our most valuable partners."

PRODUCT MANAGER at
Curiosity Media



CURIOSITY MEDIA

Benefits



ENHANCE QUALITY TRANSPARENCY

Gain visibility into ad quality violations to verify adherence of creatives and landing page to custom standards.



ENFORCE YOUR STANDARDS

Prevent unwanted categories, advertisers, and beyond with personalized standards across all partner platforms.



MAINTAIN QUALITY INVENTORY

Filter out unsuitable or offensive creatives and protect site reputation and business relationships.

How It Works



INTEGRATE

by placing the JavaScript tag within your site header.



SET

quality standards with the dashboard for specific advertisers, domains, or categories.



IMPLEMENT

header bidder filter in pre-bid across SSP partners based on custom parameters.



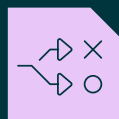
FILTER

and block creatives flagged for violating quality standards.

Key Capabilities



Simple Integration via site header JavaScript tag.



Creative Standards Filter serve only relevant advertisements by deploying custom, quality configurations at the pre-bid stage.



Configurable user interface to set and manage your creative quality settings, rules, and monitoring in one place, with full visibility into what's blocked and why.



Automatic Enforcement to apply your standards across platform partners so only ads that meet your quality expectations enter the bidding process.



Advanced scanning of creatives and landing pages against quality standards.

The Human Advantage

Detection without Blindspots

We verify over 20 trillion interactions weekly across 3 billion devices, connecting global dots to reveal threats others miss across the customer journey.

Intelligence at the Core

Satori isn't just threat intel, it's a team on the front lines. From uncovering global fraud rings to surfacing new attack patterns, every HUMAN decision is powered by real-time insights.

Precision that Performs

>2,500+ signals per interaction. 400+ adaptive models. Decisions in milliseconds. HUMAN turns massive telemetry into high-fidelity decisions you can trust.

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform.