Xapads x HUMAN

TRUST, BUT VERIFY: HOW XAPADS & HUMAN BUILD TRANSPARENCY ACROSS GLOBAL CTV ADVERTISING



As digital advertising continues to evolve, advertisers expect more than premium inventory; they expect transparency, accountability, and confidence in where their ads appear. Through their partnership, Xapads and HUMAN combine premium media with independent verification to help advertisers validate media quality across Connected TV (CTV), online video, mobile, native, and omnichannel advertising.

COMPANY

HUMAN helps enterprises, platforms, and digital ecosystems verify digital interactions and establish trust across the customer journey. Through its Advertising Protection solutions, HUMAN provides independent media quality verification and post-bid insights that help strengthen transparency, validate inventory quality, and build greater confidence across digital advertising.

CHALLENGE

As **Connected TV (CTV)** and digital advertising continue their rapid global growth, advertisers are looking beyond audience reach. They want confidence that campaigns are running in premium environments, reaching real audiences, and delivering measurable value.

At the same time, increasingly complex supply paths, app spoofing, device manipulation, and invalid traffic have made independent verification more important than ever.

While Xapads had already built a high-quality ecosystem through direct partnerships with OEMs, media companies, premium publishers, content apps, and super apps, the company believed that maintaining advertiser trust required more than strong supply relationships and internal quality standards.

Its philosophy became simple: **Trust, but verify.**

As advertiser expectations evolved, Xapads recognized that independent verification would play an increasingly important role in validating media quality and strengthening confidence across its growing global advertising ecosystem.

> “In today's rapidly evolving ad ecosystem, where AI innovations are making an already complex market ever more difficult to scrutinize, HUMAN is proud to partner with Xapads to empower the ability to make the smartest possible inventory decisions. HUMAN brings to Xapads our uniquely powerful toolset to discern the key question of "trust or not" when faced with signal-challenged environments like CTV, as well as across the entire programmatic landscape.”



Justin Adler-Swanberg
Senior Director,
Product Management,
HUMAN

SOLUTION

To bring independent verification into its quality framework, Xapads integrated with HUMAN across its premium CTV, video, mobile, and omnichannel advertising ecosystem.

Recognized across the industry for its expertise in fraud detection and media quality, HUMAN provides independent post-bid visibility into traffic quality, helping Xapads further validate inventory standards, identify invalid traffic and sophisticated IVT, and strengthen advertiser confidence through objective verification.

SOLUTION

Through the partnership, HUMAN helps Xapads:

- Validate inventory quality through independent post-bid verification.
- Detect invalid traffic, sophisticated IVT, app spoofing, device manipulation, and inventory quality issues
- Provide independent post-bid insights that strengthen transparency and advertiser confidence
- Gain deeper visibility into inventory quality trends and detect anomalies in near real time.
- Support more informed optimization decisions through HELIX, Xapads' AI-powered supply intelligence platform
- Provide advertisers with additional transparency through independent media quality validation.

As automation and AI continue reshaping digital advertising, the partnership between Xapads and HUMAN ensures that independent verification remains a critical layer of trust, helping advertisers navigate an increasingly complex ecosystem with greater confidence.

> “Working with the Xapads team has been a true partnership from day one. By combining Xapads’ commitment to transparency and high-quality advertising experiences with HUMAN Ad Fraud Sensor’s independent post-bid insights, we’re helping the team make more informed decisions, proactively combat ad fraud, and give advertisers greater confidence as Xapads continues its global growth.”



Keegan Carter
Partner Development Director, Strategic Accounts, HUMAN Security

RESULTS

The partnership has strengthened Xapads' commitment to delivering transparent, high-quality advertising while giving advertisers greater confidence through independent verification.

Independent Quality Validation

HUMAN provides continuous post-bid verification that independently validates inventory quality across premium CTV, online video, mobile, and omnichannel advertising environments.

Improved Visibility

Independent fraud and IVT insights provide deeper visibility into inventory quality, enabling Xapads to identify anomalies, investigate high-IVT sources, and make faster, more informed optimization decisions.

Greater Transparency

Independent verification reinforces advertiser confidence by providing objective validation of media quality and demonstrating Xapads' ongoing commitment to transparency across the advertising supply chain.

Supporting Responsible Growth

The partnership continues to strengthen Xapads' long-term strategy of scaling premium inventory through direct partnerships while maintaining high standards for media quality, supply-path transparency, and advertiser trust.

LOOKING AHEAD

As we understand, innovation starts with Trust: Xapads and HUMAN are committed to bringing Innovations across CTV and other Digital environments with the same level of trust and to help ensure we keep moving in the right direction with more confidence and visibility.

Together, we are helping shape a more transparent advertising ecosystem where media quality is not only delivered but independently validated.

Because trust isn't just built, it's continuously verified.

Ad Fraud Sensor provides best-in-class post-bid measurement that can be paired with ***Ad Fraud Defense*** for pre-bid protection. Partners that leverage both solutions with HUMAN create an effective “***closed-loop***” ecosystem with data that’s richer than the sum of its parts. HUMAN is committed to improving ***invalid traffic*** detection methodologies whether pre or post-bid.