

Playdigo Strengthens Traffic Quality Across Its Platform Through HUMAN Security Integration

Pre-bid ad fraud protection and post-bid validation spans Playdigo's unified marketplace, helping establish trust in every impression in the agentic era.

NEW YORK, NY, UNITED STATES, August 10, 2026 /EINPresswire.com/ --

[Playdigo](#), a performance and programmatic advertising platform built for mobile, CTV and cross-channel marketing, today announced a partnership with HUMAN Security (HUMAN), the trust layer for digital

customer experiences in the agentic era. Through the integration of [HUMAN's Ad Fraud Defense solution](#), Playdigo is defending multiple layers of its platform against invalid and malicious non-human traffic, providing demand partners with greater confidence that their spend is reaching verified, high-quality inventory.

"Advertisers need confidence that their budgets are reaching real audiences and legitimate inventory," said Daniel Ehevich, Co-founder and CEO, Playdigo. By combining Playdigo's unified marketplace with HUMAN's real-time fraud protection, we are helping strengthen campaign integrity and support more effective digital advertising."

By integrating HUMAN's Ad Fraud Defense solution, Playdigo is strengthening trust and transparency across the campaign lifecycle and the entire customer journey in the agentic era. HUMAN's real-time pre-bid protections help Playdigo identify and prevent invalid and non-human traffic, while post-bid validation creates a continuous feedback loop that improves over time. This supports more precise bidding, reduces wasted ad spend and helps direct budgets towards legitimate inventory. The integration further strengthens [Playdigo's programmatic offering](#) and supports its ability to work with demand partners that require verified, low-IVT inventory as a baseline for quality and performance.

"Trust is foundational to the performance advertising ecosystem," said Lauren Irvin, VP Partner Development, AdTech Marketplace at HUMAN. "By partnering with HUMAN, Playdigo is helping



Playdigo and human announce partnership

advertisers make more confident decisions, reduce exposure to invalid traffic and ensure their budgets support legitimate, high-quality inventory. We're pleased to support Playdigo as it strengthens transparency and campaign integrity across its platform."

As digital advertising continues to evolve across mobile, CTV and programmatic channels, Playdigo and HUMAN are helping raise the standard for trusted, high-quality inventory. Together, the companies are giving advertisers and demand partners greater visibility, control and confidence across every impression.

About Playdigo

Founded in 2019 and headquartered in San Francisco, Playdigo is an AI-powered programmatic advertising platform built for mobile, CTV, and cross-channel performance marketing. By combining DSP and SSP capabilities in a single ecosystem, Playdigo enables advertisers and publishers to maximize ROI through data-driven optimization and transparent collaboration. The company serves partners worldwide.

For more information or to request a demo, visit www.playdigo.com or email hello@playdigo.com

Daniel Ehevich

Playdigo Inc

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932674171>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.