

How Are Bad Bots Hurting Your Business?

Bad bot problem	How it hurts the business	Signs you have a problem	Industries targeted
Price Scraping	<p>Competitors scrape your prices to beat you in the marketplace.</p> <p>You lose business because your competitor wins the SEO search on price.</p> <p>Lifetime value of customers worsens.</p>	<p>Declining conversion rates.</p> <p>Your SEO rankings drop.</p> <p>Unexplained website slowdowns and downtime, usually caused by aggressive scrapers.</p>	<p>All businesses that show prices</p> <ul style="list-style-type: none"> • E-commerce • Gambling • Airlines • Travel
Content Scraping	<p>Proprietary content is your business. When others steal your content they are a parasite on your efforts.</p> <p>Duplicate content damages your SEO rankings.</p>	<p>Your content appears on other sites.</p> <p>Unexplained website slowdowns and downtime, usually caused by aggressive scrapers.</p>	<p>Similar to Price Scraping, but in addition:</p> <ul style="list-style-type: none"> • Job boards • Classifieds • Marketplaces • Finance • Ticketing
Account Takeover <small>(aka Credential Stuffing, Credential Cracking)</small>	<p>Stolen credentials tested on your site. If successful, the ramifications are account lockouts, financial fraud, and increased customer complaints affecting customer loyalty and future revenues.</p>	<p>Increase in failed login.</p> <p>Increase in customer account lockouts and customer service tickets.</p> <p>Increase in fraud (lost loyalty points, stolen credit cards, unauthorized purchases).</p> <p>Increase in chargebacks.</p>	<p>Any business with a login page requiring username and password.</p>
Gift Card Balance Checking	<p>Steal money from gift card accounts that contain a balance.</p> <p>Poor customer reputation and loss of future sales.</p>	<p>Spike in requests to the gift card balance page.</p> <p>Increase in customer service calls about lost balances.</p>	<p>E-commerce</p>

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Account Creation (aka Account Aggregation)	<p>Free accounts used to spam messages or amplify propaganda.</p> <p>Exploit any new account promotion credits (money, points, free plays).</p>	<p>Abnormal increases in new account creation.</p> <p>Increased comment spam.</p> <p>Drop in conversion rates from new accounts to paying customers.</p>	<p>Messaging platforms</p> <ul style="list-style-type: none"> • Social media • Dating sites • Communities <p>Sign-up promotion abuse</p> <ul style="list-style-type: none"> • Gambling
Credit Card Fraud (aka Carding, Card Cracking)	<p>Criminals testing credit cards numbers to identify missing data (exp. date, CVV).</p> <p>Damages the fraud score of the business.</p> <p>Increases customer service costs to process fraudulent chargebacks.</p>	<p>Rise in credit card fraud.</p> <p>Increase in customer support calls.</p> <p>Increased chargebacks processed.</p>	<p>Any site with a payment processor</p> <ul style="list-style-type: none"> • E-commerce • Nonprofit/Charities • Airlines • Travel • Ticketing • Financial • Gambling
Denial of Service	<p>Slows the website performance causing brownouts or downtime.</p> <p>Lost revenue from unavailability of websites.</p> <p>Damaged customer reputation.</p>	<p>Abnormal and unexplained spikes in traffic on particular resources (login, signup, product pages, etc.).</p> <p>Increase in customer service complaints.</p>	<p>All industries</p>
Denial of Inventory (aka Grinchbots, Sneaker Bots, Ticket Bots, Vaccine Bots)	<p>Bots hold items in shopping carts, preventing access by valid customers.</p> <p>Damaged customer reputation because unscrupulous middle men hold all inventory until resold elsewhere.</p>	<p>Increase in abandoned items held in shopping carts.</p> <p>Decrease in conversion rates.</p> <p>Increase in customer service calls about lack of availability of inventory.</p>	<p>Scarce or time-sensitive items</p> <ul style="list-style-type: none"> • Airlines • Tickets • E-commerce <p>(Sneakers, Consoles, Computer Hardware, Limited Edition items)</p> <ul style="list-style-type: none"> • Healthcare
Scalping (aka Grinchbots, Sneaker Bots, Ticket Bots, Vaccine Bots)	<p>Bots are used to obtain limited-availability and/or preferred goods/services.</p> <p>Damaged customer reputation</p> <p>Slows the website performance causing brownouts or downtime, leading to loss of revenue.</p>	<p>Website slowdowns, potentially even Denial of Service as a side effect of the many requests to the web server</p> <p>Decrease in conversion rates</p> <p>Increase in customer service calls about lack of availability of inventory.</p>	<p>Similar to Denial of Inventory:</p> <ul style="list-style-type: none"> • Airlines • Tickets • Retail <p>(Sneakers, Consoles, Computer hardware, Limited Edition items)</p> <ul style="list-style-type: none"> • Healthcare