

# How Are Bad Bots Hurting Your Business?

Bad bot problem	How it hurts the business	Signs you have a problem	Industries targeted
<p><b>Price Scraping</b></p>	<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>The lifetime value of customers worsens.</p>	<p>Declining conversion rates.</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"> <li>• Retail</li> <li>• Gambling</li> <li>• Airlines</li> <li>• Travel</li> </ul>
<p><b>Content Scraping</b></p>	<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>Your SEO rankings drop.</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"> <li>• Job boards</li> <li>• Classifieds</li> <li>• Marketplaces</li> <li>• Finance</li> <li>• Ticketing</li> </ul>
<p><b>Account Takeover (aka Credential Stuffing, Credential Cracking)</b></p>	<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 a username and password.</p>
<p><b>Account Creation (aka Account Aggregation, New Account Fraud)</b></p>	<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"> <li>• Social media</li> <li>• Dating sites</li> <li>• Communities</li> </ul> <p>Sign-up promotion abuse</p> <ul style="list-style-type: none"> <li>• Gambling</li> </ul>

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<b>Credit card fraud (aka Carding, Card Cracking)</b>	<p>Criminals testing credit card 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"> <li>• Retail</li> <li>• Nonprofit/Charities</li> <li>• Airlines</li> <li>• Travel</li> <li>• Ticketing</li> <li>• Financial</li> <li>• Gambling</li> </ul>
<b>Denial of Service</b>	<p>Slows the website performance causing brownouts or downtime.</p> <p>Lost revenue from the 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>
<b>Gift Card Balance Checking</b>	<p>Steal money from gift cards 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>Any business offering gift cards as a payment option,</p> <p>Retail predominantly</p>
<b>Denial of Inventory</b>	<p>Bots hold items in shopping carts, preventing access by valid customers.</p> <p>Damaged customer reputation because unscrupulous middlemen 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>Businesses offering scarce or time-sensitive items:</p> <ul style="list-style-type: none"> <li>• Airlines</li> <li>• Tickets</li> <li>• Retail</li> <li>• Healthcare</li> </ul>
<b>Scalping (aka Grinch-bots, Sneaker Bots, Ticket Bots, Vaccine Bots)</b>	<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 webserver.</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"> <li>• Airlines</li> <li>• Tickets</li> <li>• Retail</li> </ul> <p>E.g. sneakers, consoles, computer hardware, limited edition items.</p> <ul style="list-style-type: none"> <li>• Healthcare</li> </ul>