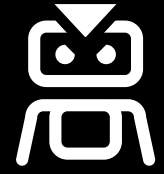


# 2024 Bad Bot Report

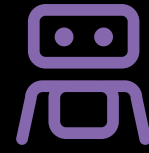
## Bad Bot v Good Bot v Human Traffic

2023



32%

Bad Bot



17.6%

Good Bot



50.4%

Human

### Top 5 Countries

Most Targeted by Bad Bots

	United States	47%
	Netherlands	9%
	Australia	8.4%
	United Kingdom	5.1%
	France	3.1%

### Bad Bots by Sophistication in 2023

60.5%

Evasive  
Bad Bots

48.1%

Advanced

12.4%

Moderate



48.1%

Advanced

39.6%

Simple

12.4%

Moderate

### Largest share of Bad Bot Traffic by Industry

57.2%

Gaming

49.3%

Telecom  
& ISPs

45.9%

Computing  
& IT

44.5%

Travel

42.2%

Community  
& Society

2023

### Largest share of Advanced Bad Bot Traffic by Industry

78.8%

Law &  
Government

70.8%

Entertainment

67.1%

Financial  
Services

60.9%

Travel

52.3%

Gambling

Find out more about Imperva Advanced Bot Protection

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