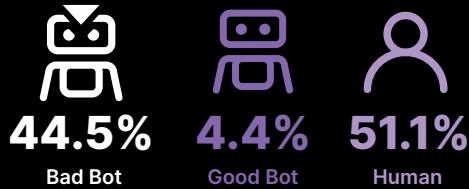
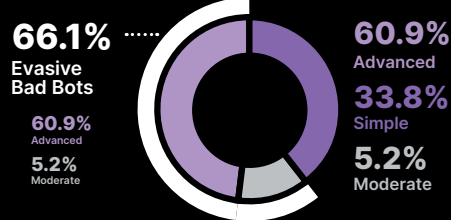


2024 Bad Bot Report

Travel and Airlines Traffic Profile Breakdown



Bad Bot Sophistication Travel and Airlines



While no two airlines are identical, no two bot problems are the same either. That said, bots cause business problems that impact nearly all airlines. These include unauthorized scraping, seat spinning, loyalty program account takeover, and fraud. Each of these problems alone is enough to significantly impact customer experience and, ultimately, the airline's reputation. Collectively, these bot activities add up to a significant headache for the business, especially the IT team. Left unaddressed, they lead to poor website performance and even downtime.

Bot Operators: Competing Airlines

Competing airlines often launch bots against each other to gather up-to-the-minute market intelligence. They use bots that identify competitor prices, count seat inventories, and identify discounted fares. Competitive bots add to the volume of bots on a website and serve no valuable purpose to the business that falls victim to them.

Bot Operators: Criminals

Criminals launch bots at airlines primarily to compromise loyalty rewards programs. These bots run brute-force credential stuffing and credential cracking attacks on login pages to gain access to accounts and, once inside, steal loyalty points, transfer them to other accounts, or use them for fraudulent purchases. They can also steal personal information such as credit card and passport numbers.

Account takeovers can shake consumer confidence so much that customers change their preferred airline. Once a customer's account has been hacked, the airline has a customer service problem. They also have the added cost of forensics and reimbursement of stolen points or credit card fraud.

1.

+

2.

+

3.

+

4.

=

5.

BOT ACTIVITY

AIRLINE IMPACT

Unauthorized Scraping

Higher look-to-book ratios.
Lost revenue from OTAs not paying booking fees.
Lost visibility into customer journey.
Lost incremental revenue from upsell opportunities (car rental, hotel, etc.) because of lost visibility into OTA leads.
Lost future marketing opportunities.

Seat Spinning

Passengers unable to buy seats. Empty seats on planes if denial of inventory continues until departure time.

Loyalty Program Account Takeover

Angry passengers, higher customer service costs, extensive forensic investigations, reimbursement costs, customer retention problems.
Brand damage.

Fraud (Credit Card)

Angry passengers, higher customer service costs, extensive forensic investigations, reimbursement costs, customer retention problems.
Brand damage.

Higher Infrastructure Costs

Poor website performance
Application denial of service or slowdowns giving poor customer experience
Skewed analytics (conversion rates, A/B tests of current offers) lead to poor decisions.

Find out more about Imperva Advanced Bot Protection