

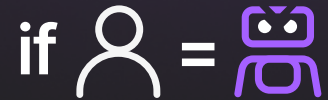


How do you stop bad bots?

Advanced Bot Protection gives visibility and control over human, good bot, and bad bot traffic without imposing friction on legitimate users. As bots evolved, so did mitigation techniques. There are currently three technical approaches to detecting and mitigating bad bots:

Static Approach

Static analysis tools can identify web requests and header information correlated with bad bots, passively determining the bot's identity, and blocking it if necessary.



Challenge-Based Approach

You can equip your website with the ability to proactively check if traffic originates from human users or bots. Challenge-based bot detectors can check each visitor's ability to use cookies, run JavaScript, and interact with CAPTCHA elements. A reduced ability to process these types of elements is a sign of bot traffic.



Behavioral Approach

A behavioral bot mitigation mechanism looks at the behavioral signature of each visitor to see if it is what it claims to be. Behavioral bot mitigation establishes a baseline of normal behavior for user agents like Google Chrome, and sees if the current user deviates from that behavior. It can also compare behavioral signatures to previous, known signatures of bad bots.



Contact us now to schedule a demo or begin a free trial.