Insurance provider claims back $4M in customer Lifetime Value risked to bot sign-ups

An insurance provider that was investing heavily in affiliate, search and social strategies had growing concerns about bots infiltrating their purchase funnel. Each completed step of the provider's registration process assigns a different value for customer targeting and modeling. Any user who drops off during the process enters into retargeting pools and is modeled for look-alikes.

IVT Categories	Total Events	SIVT
Automated Browsing	13,753	13,753
Automated Browsing, False Representation	3,917	3,917
False Representation	2,962	2,962
Undisclosed Classification	606	604

For this insurance provider, HUMAN found that Automated Browsing was the most common type of Sophisticated Invalid Traffic (SIVT).
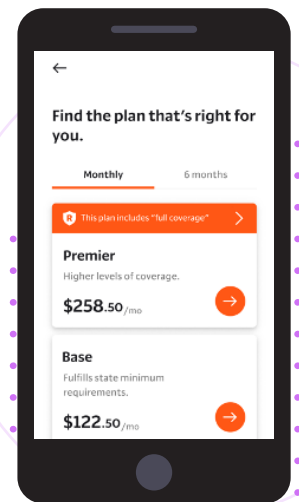
SIVT Traffic Summary

HUMAN BotGuard measured consistent threats throughout the testing period, peaking at over 5% on April, 11th. UA traffic accounted for 63% of the traffic on 4/21.

SIVT : 4.5.20 - 5.2.20
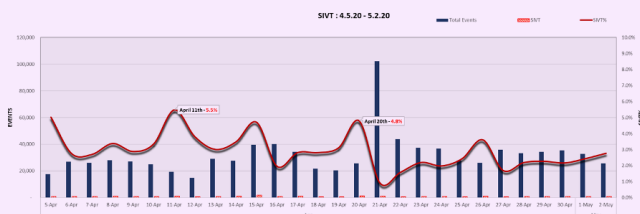
Results and Outcomes

Bots were largely being driven by affiliate channels and the payment model incentivized fraud.

By stopping bots from engaging within the purchase funnel, it was calculated that **over $4,000,000 would be saved annually**.

Human vs. bot was added as a key data point when testing new strategies where investments would be made.

Deploy a **single line of code** and know who's real.