The Bot Problem in Ecommerce

HUMAN

As of 2020, only **59.2% of web traffic is generated by actual humans** — the rest is made up of bots.[1]

While some bots are welcomed, like search engines and crawlers, **nefarious bots pose a significant threat to platform abuse, fraud loss and more.**

These bots mimic the actions of legitimate users, making them notoriously hard to detect and allow their operators to perform a number of malicious activities on site/platform. **Last year, these bad bots accounted for over 25% of all internet traffic and no industry was spared**[1]:

Click logos for articles on bot attacks.

TICKETING

Ticket bots have many avenues of attack: fake account creation, inventory squatting, transaction fraud, account takeover, cashing out, and more.

ticketmaster®
SeatGeek
StubHub

LUXURY GOODS

Luxury Brands are highly susceptible to scalping, scraping, stuffing, card cracking and other forms of merchandise fraud and data privacy. On so-called "hyped" releases, close to 100% of traffic is bots.[1]

adidas   YEEZY

ELECTRONICS

Electronics was once a democratized industry where consumers had fair access to products. Now, companies like Nintendo, PS5 and even computer chips/parts, have to wade off bot attacks and disruptions in site continuity.

XBOX   NVIDIA
Nintendo
PS5

REVIEW FRAUD

While every product has a number of valid online reviews, a number of bad-intentioned bots attempt to do the same thing to disrupt global commerce. This creates customer distrust and damages brand integrity.

amazon
LEGACY LEARNING SYSTEMS
yelp

USER FRAUD

These accounts are then used to do a myriad of fraudulent activities such as generating spam, spreading malware to valid users, and much more.

TikTok   Meta

Bots Wreak Havoc Online by Causing:

- FRAUD LOSS
- DATA CONTAMINATION
- POOR USER EXPERIENCES
- SITE CONTINUITY DISRUPTION

BOTWATCH: 30-DAY FREE POV

Drop 1 line of code and in 30 days, we'll show you the impact bots are having on your business.

1. https://www.statista.com/statistics/1264226/human-and-bot-web-traffic-share/
2. https://www.cnet.com/news/these-bot-shoppers-are-every-sneakerheads-nightmare/