

PerimeterX Bot Defender® for Analytics and Business Intelligence

Rescue your decision-making

Collected visitor data from your website is presumed to be legitimate human traffic. Surges and trends are reported, analyzed, and repurposed for ongoing business decisions. Unknowingly, this collected data may contain information generated by bots, skewing the relevancy for ongoing programs; thus, creating challenges for marketing teams relying on this data to validate programs, influence future outreach and increase customer interactions. Mistaken business intelligence leads to misguided business decisions that lower revenue generation and affects conversion rates.

Bot Influenced Analytics Reduce Retargeting and Conversions

IDENTIFYING AND REMOVING BOTS

Marketers live and breathe by the data they collect—how users are interacting with the web pages, what products are they buying, are they converting or are they abandoning the buyer's cycle. Bots are experts at interacting with elements on web pages. The effort to discern human interactions from bot traffic is frustrating without the

correct solution. Existing tools are unable to ascertain if a web interaction is human or bot. By detecting and removing bot activity, conversion stats will be more accurate and trusted indicators for accurately revealing successful and underperforming programs, experiments, and campaigns.

THE COMBINED SOLUTION: PERIMETERX BOT DEFENDER AND ADOBE ANALYTICS

With PerimeterX Bot Defender, analytics data is cleaned to easily filter fake traffic generated by bots by eliminating what appears to be real human traffic but is actually generated by bots that have human characteristics. The result is a high quality dataset that can be used to build

clean audiences, enhance retargeting, and maximize the return on marketing investments by eliminating poor marketing channels, providing marketers and business intelligence analysts the best data set available.

Page Views			Visits			Unique Visitors			Entry Rate		Bounce Rate		Exit Rate	
Jan 25	Feb 23		Jan 25	Feb 23		Jan 25	Feb 23		Jan 25	Feb 23	Jan 25	Feb 23	Jan 25	Feb 23
	865,195	4.4%		850,798	14.7%		840,570	22.7%		99.96%		69.7%		98%
	66,817	0.3%		60,536	1.0%		60,165	1.6%		89.65%		3.6%		97%
	15,847	0.1%		12,780	0.2%		12,642	0.3%		81.17%		6.3%		89%
	10,145	0.0%		7,014	0.1%		6,711	0.2%		28.19%		24.0%		77%
	8,306	0.0%		8,209	0.1%		7,945	0.2%		21.98%		29.6%		69%
	5,627	0.0%		5,612	0.1%		5,312	0.1%		19.14%		54.3%		56%
	4,719	0.0%		3,290	0.1%		3,215	0.1%		20.58%		34.6%		65%
	1,502	0.0%		984	0.0%		951	0.0%		29.98%		19.7%		82%
	799	0.0%		662	0.0%		581	0.0%		83.84%		33.5%		50%
	750	0.0%		749	0.0%		720	0.0%		15.09%		55.8%		56%

Figure 1: Enhance Retargeting Based on Human Traffic

PerimeterX Bot Defender uses real-time profiling of each website visitor through behavioral fingerprinting and machine learning patterns. The identification of non-human traffic is shared with the Adobe Analytics platform and removed providing the creation of clean custom reports, segments, and audiences. Bot reports can also be generated to provide visibility into the effectiveness of marketing campaigns, paid ads and website searches.

PERIMETERX COMBINED WITH ADOBE ANALYTICS ENABLES COMPANIES TO:

Build a clean audience

- Reduce marketing spend by targeting audience segments that can convert

Maximize marketing investment

- Enable peace-of-mind that marketing dollars are allocated to effective campaigns
- Prevent referral fraud
- Reveal true conversion rates and numbers

Enhance retargeting

- Only retarget visitors that are guaranteed to be human

Filter out bad marketing channels

- Identify top sources of click fraud and fake traffic that comes from contaminated advertising networks and marketing programs

THE SOLUTION: PERIMETERX BOT DEFENDER

PerimeterX Bot Defender is a purpose-built bot detection and prevention solution providing a real-time answer to the question of whether the user accessing the site is a human or a bot. It collects hundreds of data points from the user, browser or device and the network, processing all of the data in real-time, in the cloud. This enables centralized detection, management and sharing of identified bots. Behavioral fingerprints and parameters detect and understand human interaction including malware interactions. Our open architecture enables quick and seamless integration into your existing infrastructure, without the need to deploy a device or cloud proxy. PerimeterX Bot Defender catches, in real-time, automated attacks with unparalleled accuracy and auto tuning to improve detection while easily integrating into your existing infrastructure enabling detection and blocking within seconds.

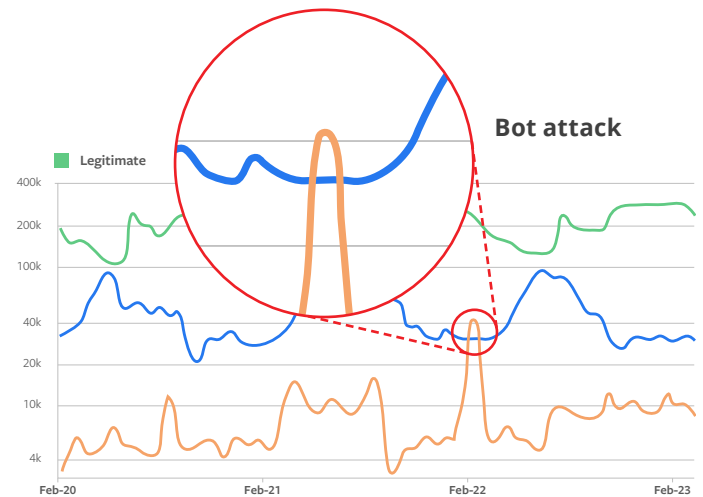


Figure 2: PerimeterX Bot Defender Dashboard

PerimeterX protects the world's largest and most reputable websites from malicious activities, future-proofing your digital business from automated bot attacks. PerimeterX Bot Defender, bot protection-as-a-service, safeguards web, mobile applications and APIs from account takeover attacks, checkout abuse, carding attacks, marketing/click fraud and scraping through a scalable, out-of-band solution easily integrated into your existing infrastructure.

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