

# Global Enterprise Software company uncovered 26% of total site traffic was from bots

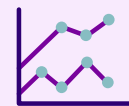
A leading global multi-billion dollar software company wanted to uncover the true costs of data contamination and marketing fraud on their site from sophisticated bots disguised as real users

## Pilot Summary Analysis

Deploying the HUMAN detection technology within the pilot engagement, the enterprise was able to gain insights into the depth of marketing fraud from bots masquerading as real humans within its marketing.

## Impact

- **APPLICATION ABUSE:** 22% of Sophisticated bots were conducting credential stuffing on login-pages
- **PERFORMANCE MARKETING FRAUD:** Estimated revenue loss of ~\$210M/yr due to media waste due to fraudulent traffic
- **DATA CONTAMINATION:** Estimated operating costs from data contamination ~\$860M/yr from cloud infrastructure, data remediation, and more



The analysis uncovered that **26% of total site traffic was fake.**

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