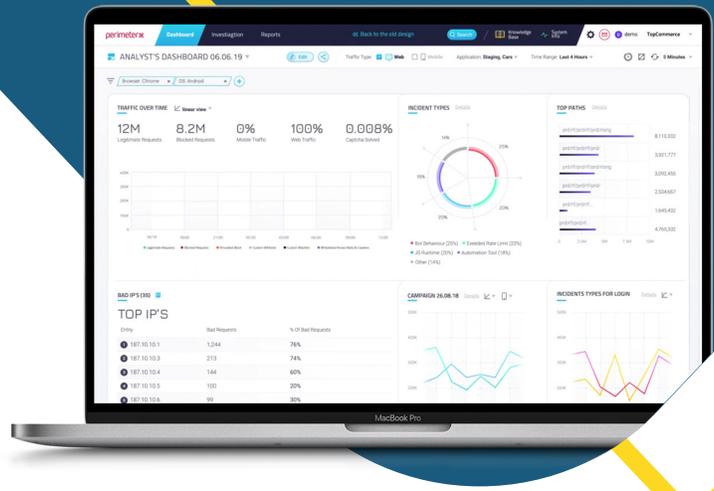


# PerimeterX Bot Defender<sup>®</sup> for Web Analytics



Rescue your business intelligence

Web analytics is a critical component for any online business. Bot traffic can significantly skew analytics. Online businesses rely on the metrics of site and mobile application activity to discover key performance indicators to help improve operational efficiencies.

Web analytics are often used to decipher the most popular pages, the least accessed pages, favored assets and the effectiveness of marketing campaigns. Today bots typically constitute 50% or more of all website activity. Some bot attacks may make up more than 90% of your entire site's traffic during peak periods, like the holiday season. Bots have become increasingly sophisticated with the ability to closely mimic real human visitors. But bot-generated traffic on websites today is significant and can severely skew analytics, leading to misaligned business decisions.

Malicious bots target login and checkout pages to make fraudulent purchases. Scalping and hoarding bots can impact your entire inventory in seconds by loading shopping carts without the intention to purchase. Unauthorized scraping bots mimic humans by dynamically checking listings, pricing and content skewing your data even more. The presence of bots in your traffic pollutes visitor data and ultimately, corrupts your analytics. Your KPIs and metrics, including user tracking and engagement, session duration, bounce rates, ad clicks, look-to-book ratios, campaign data and conversion funnel become completely unreliable. Unreliable data and intelligence leads to misguided decisions that can significantly impact your business and revenue.

## Bot Defender for Better Analytics



### Maximize Your Marketing Investment

Your online business lives and breathes by the data you collect—how users are interacting with the web pages, what products are they buying, how are they converting or what are they abandoning during the buyer's journey. By detecting and removing bot activity, your data will be more accurate and will become trusted indicators for accurately revealing successful and underperforming programs, experiments and campaigns—maximizing your marketing investment.



### Filter Out Bad Marketing Channels

Identify top sources of click fraud and fake traffic that come from contaminated advertising networks and marketing programs. Bots are experts at interacting with elements on web pages and mobile applications. Accurately detect all bot activity without second guessing and generate valid human traffic data for marketing analytics.



### Enhance Retargeting

Stop retargeting data that includes bot traffic. Reveal true conversion rates and numbers, not bot traffic. Only retarget visitors that are guaranteed to be real human traffic.

## Why Bot Defender for Web Analytics



### Accurately Identify and Remove Bots to Expose Your True Data

The effort to discern human interactions from bot traffic is frustrating and a resource intensive undertaking that requires continuous monitoring to detect the latest attacks. With 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.



### Best-In-Class Interface for Easy Analytics

Bot Defender has a user interface that provides advanced investigation, analysis and reporting capabilities, which enable customization of parameters and policies according to your business needs. The user interface is designed with an intuitive approach and flexible filters to provide actionable insights, enable better decisions, and investigate incidents faster with the ability to use out-of-the-box dashboards and the ability to drill down into the deep details.



### Tight Adobe Analytics Integration for More Analytics

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 Bot Defender

Bot Defender is a behavior-based bot management solution that safeguards your modern web and mobile applications, and APIs, protecting your online revenue, competitive edge and brand reputation from automated attacks. It delivers unparalleled bot detection accuracy, integrates with any existing infrastructure, scales on-demand and is bundled with always available security operations service. Bot Defender provides the largest digital businesses best-in-class bot protection based on behavioral analytics, advanced machine learning techniques, predictive models and security research to block account takeover attacks, carding attacks, and web scraping, preserving page load performance, and optimizing security resources and infrastructure costs.

## About Us

PerimeterX is the leading provider of application security solutions that keep your business safe in the digital world. Delivered as a service, the company's Bot Defender, Code Defender, and Page Defender solutions detect risks to your web applications and proactively manage them, freeing you to focus on growth and innovation. The world's largest and most reputable websites and mobile applications count on PerimeterX to safeguard their consumers' digital experience. PerimeterX is headquartered in San Mateo, California and at [www.perimeterx.com](http://www.perimeterx.com).