

# Use Case: Bot detection with ed.Detect



## Initial Situation

Online marketing is negatively influenced by bot traffic

**Bot traffic** disguised as human-generated traffic is a major challenge for numerous online providers.

Bots are usually undesirable and have many **negative impacts**. The traffic places an unnecessary burden on the infrastructure, makes it difficult to assess paid traffic acquisition and distorts conversion measurement - to name just three examples.

A solution to this problem is **complex** because: Bot traffic is highly dynamic and lacks explicit identifying features, which is why **constantly repeated bot analyses** are necessary.

In our customer's existing setup, bot traffic is filtered out using a **complex segmentation system** in the analytics tool (here: Adobe Analytics). This system is based on typical combinations of technical and geographical characteristics. The filter rules are updated and expanded manually and on an event-related basis.

A **challenge** with this approach is that bot waves first enter the reports before they can be recognised.

The filter rules have to be **adjusted manually at a later date**, which requires a great deal of **coordination between departments** and leads to reporting data subsequently changing as it is influenced by the updated filter rules.

In addition, maintaining these rules involves a significant amount of **manual effort** and cannot be planned in terms of time, as the occurrence of bots is **unpredictable**. The filter work and its administration effort through customisation are constantly growing. There is also no possibility of reusing the segment in other analytics tools or databases.

## Targets

Automating manual monitoring

- 1 **Fully automated approach** that continuously monitors total traffic (web & app) and ensures precise bot detection.
- 2 Bot detection outside of the analytics solution to achieve maximum **flexibility** in managing data flows.
- 3 Automated **alerts** that provide timely and targeted information about newly recognised bots.
- 4 Supplementing the entire traffic with a label that enables **standardised and cross-system identification of bots**.



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## Approach

### Integration of ed.Detect in the existing setup

To meet the requirements, a smarter and more effective approach is needed. To implement this, our **AI-based solution** for automated time series analysis „ed.Detect“ was utilised.

Thanks to the **direct integration** between ed.Detect and Adobe Analytics via the Adobe API, the **total traffic is analysed by ed.Detect**. ed.Detect automatically identifies the behavioural characteristics of individual bot traffic on the basis of learned criteria.

The specialist teams are also automatically informed about new bots per **email-alerts**. The information from these emails enables **targeted identification of bot traffic** in Adobe

Analytics and further assessment of its direct impact on affected KPIs. ed.Detect makes it **easy to react**.

At the same time, ed.Detect adds a label to the traffic (**bot score**) so that bot detection is possible in the live data.

Live data is marked by the integration of ed.Detect with the **Tag Manager**.

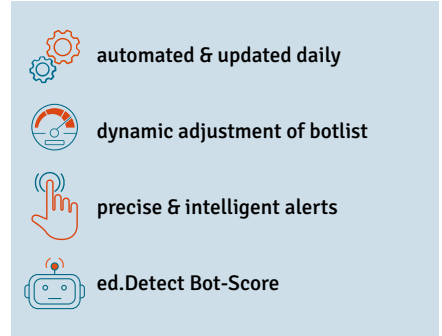
This ensures that **simple filtering** is possible in Adobe Analytics, as each session now contains a **unique marker**. Filtering based on the marker is not only standardised, but also significantly **more efficient** and compatible with **all database systems**.

## Result

### Faster & more efficient bot detection with ed.Detect

With the use of ed.Detect, all demands were realised and fulfilled in a targeted manner. A comparison with the conventional approach proves the improvement for all objectives through the **AI-based solution**.

In particular, the manual workload has been significantly reduced, while the hit rate and **data quality** have been considerably improved. The seamless and direct connection between ed.Detect and the Tag Manager opens up new areas of application that provide optimised use of analytics data and contribute to high **competitive advantages** in the long term.



**13** days earlier: notified about new bot traffic

**16**% time savings in the team

**2**x more accurate bot detection

ed.Detect uses AI to reduce manual effort and increases the speed and accuracy of bot detection. **Start PoC now!**

