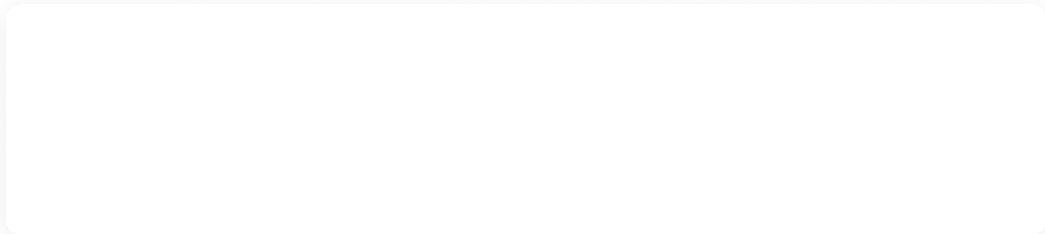


Impact of Bots & Fake Users on Black Friday

How Click Fraud impacts your Holiday Season

01 Introduction



With Black Friday approaching, we have compiled information on how your business is affected by bots and fake users. The fact that the number of bots is steadily increasing and they were responsible for over 35% of Black Friday sales in 2021 should be alarming.

In this whitepaper, we would like to focus specifically on Black Friday and the entire Holiday Season as a time for fraudsters to attack.

After all, this is the period when fraudsters make the most money. All companies usually increase their advertising spends in order to take advantage of the Christmas season. The results for businesses are therefore:

- High density of advertising by companies
- Higher click prices for ads
- Higher acquisition costs for customers

The result for fraudsters is simple: even more money from false clicks on ads.

Let us take a look at how your business is affected by bots and fake users on Black Friday, the damage they cause, and how you can protect yourself from them.

02 Three ways bots can turn your Black Friday into a disaster

There are many ways, in which bots and fake users can affect your Black Friday. From competitors scraping your ecommerce store in order to undercut your prices, to credit card fraud, hacking and taking over your customer's accounts up to damaging your brand's reputation.

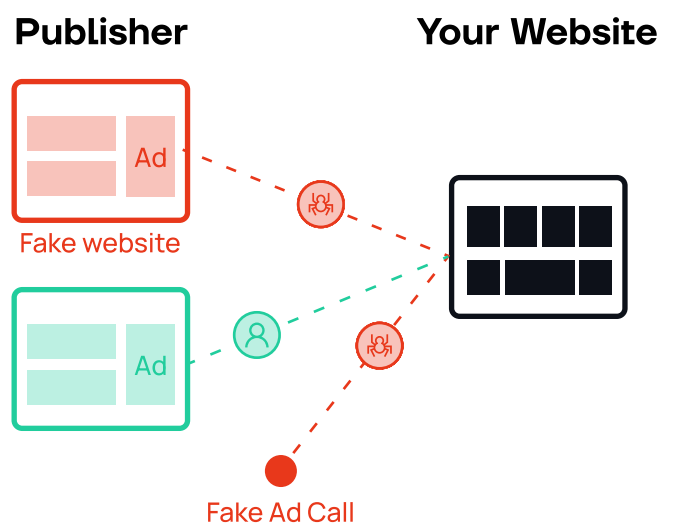
We would like to highlight the following three ways sophisticated bots can harm your business on Black Friday, as these threats can be mitigated very quickly by you – preferably today.

1. BOTS EAT UP YOUR MARKETING BUDGET

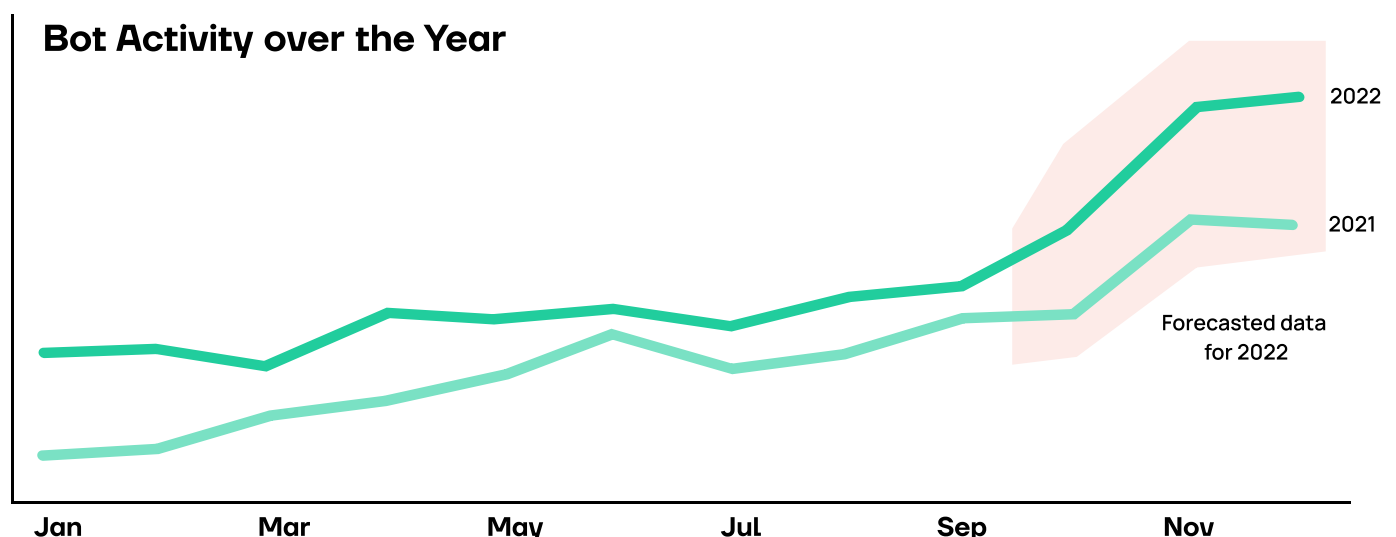
You have probably been planning a Black Friday advertising campaign for weeks. In order to surpass your competitors, you have gathered the brightest minds and put countless hours and, above all, money into the conception – not to mention the upcoming advertising budget.

How would you feel if much of your work was for nothing and a third of your ad campaign went to waste? Our data shows that bot activity spikes during the Holiday Season. Instead of the average 16% of fake clicks on ads, it's around 30% from mid-November onwards.

Bot operators want to earn money from the Holiday Season and increase the frequency of their bots. They click on every ad they come across and thus fill the pockets of the fraudsters.



For your company, this means: your advertising campaigns reach 30% fewer real people and you waste valuable advertising budget at a time when advertising prices are at their highest due to the density of competition.


















Bot traffic increases 80%
during Black Friday and the holiday season.

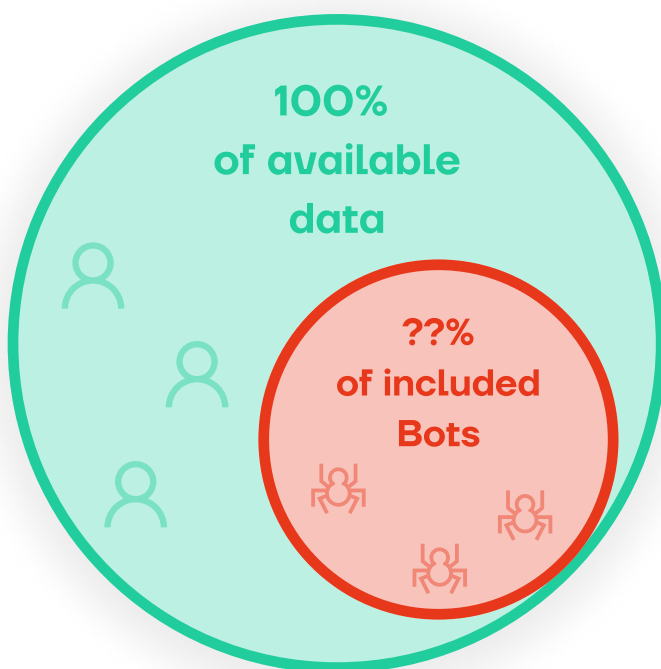
2. REMARKETING BUDGET IS WASTED ON BOTS

Not only are you losing a significant portion of your ad budget to bots during the Holiday Season, but well beyond. Bots not only click on your ads, they also nest in your remarketing lists.

To pass as real users, bots can now not only store cookies to build a real-looking browser history, but they can also actively consent to your cookie banners to be flagged for remarketing. So your business is losing valuable advertising budget to fraudulent bots yet again.

Remarketing List

 User001	 User006	 User011
 User002	 User007	 User012
 User003	 User008	 User013
 User004	 User009	 User014
 User005	 User010	 User015



3. SKEWED DATA LEADS TO WRONG BUSINESS DECISIONS

After your company has already directly lost advertising budget to bots and fraudsters several times, you are additionally facing much more far-reaching consequences.

With the presence of bots within both your CMP and analytics data and (retargeting) advertising campaigns, your company can no longer rely on the numbers at hand.

In the future, you will make important decisions based on polluted data, which can have fatal consequences for your business.

03 Protect your Black Friday from Bots and Fake Users

You can protect your ad campaigns from bots and fake users very easily. All you need to do is sign up for a free 7-day trial of fraud0 and implement our script on your website.

fraud0 blocks bots, fake users and low-quality traffic reliably and in real-time, so you can focus your advertising efforts on real users and get the maximum ROAS.

WITH FRAUDO YOU BENEFIT FROM



Protection of your ad budget

Bots and fake users are automatically prevented from exhausting your advertising budget.



Clean overall data

Exclude bots and fake users from your CMP, analytics and CRM data and make business decisions based only on clean data.



Clean remarketing lists

Excluding bots and fake users also saves you a lot of money in remarketing.

[Sign up for 7-day free trial](#)