






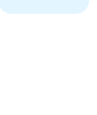








Bbot-AI visit statistics





Marketing Agency

 Bots	323
 Suspicious	1001
 Non-targeted	2492
 Targeted	2349
 Total	6165

-  Automatic software that simulates user behavior
-  Suspicious activity or substitution of some technical parameters has been detected
-  The user spent <15 seconds on the site and did not perform any target actions
-  Interested users





Types of bots

 Complex	132
 Advanced	180
 Simple	6
 Primitive	5
 Total	323

-  Complex — simulating human behavior, conversion possible
-  Advanced — viewing multiple pages
-  Simple — one page, more than a transition
-  Primitive — up to 5 seconds on site

Sources

 Traffic  Targeted  Non-targeted  Suspicious  Bots

	Traffic	Targeted	Non-targeted	Suspicious	Bots
Total	6165	2349	2492	1001	323
 Social media	83	15	18	41	9
 Search engines	1031	482	359	140	50
 Direct transitions	1460	424	511	343	182
 Advertising systems	2833	1182	1287	347	67

Search robots





1751

31.07-29.08

1751





Landing pages

 Traffic  Targeted  Non-targeted  Suspicious  Bots

	Traffic	Targeted	Non-targeted	Suspicious	Bots
Total	6165	2349	2492	1001	323
 General Page	1570	646	486	359	79
 General Page (2nd)	145	52	47	22	24
 Additional Page	90	18	44	17	11
 etc.	0	0	0	0	0





Location

 Traffic  Targeted  Non-targeted  Suspicious  Bots

	Traffic	Targeted	Non-targeted	Suspicious	Bots
Total	6165	2349	2492	1001	323
 UAE	3013	1099	1373	492	49
 USA	686	105	222	158	201
 Russia	470	216	178	61	15
 etc.	0	0	0	0	0

UTM-tags

 Traffic  Targeted  Non-targeted  Suspicious  Bots

	Traffic	Targeted	Non-targeted	Suspicious	Bots
Total	70	32	23	15	0
 ?	48	20	15	13	0
 ?	20	11	8	1	0
 ?	1	1	0	0	0
 etc.	0	0	0	0	0