

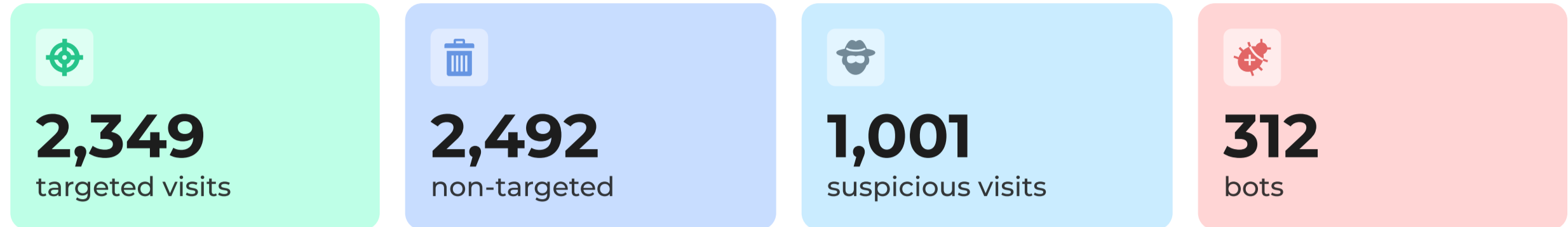
# Our case

## How did BBotAI help identify bot traffic, improve data quality, and optimize channels?

After integrating BBot technology, the client gained a complete picture of traffic quality and saw the true distribution of audiences for the first time.

### General Statistics

Total recorded during the period:

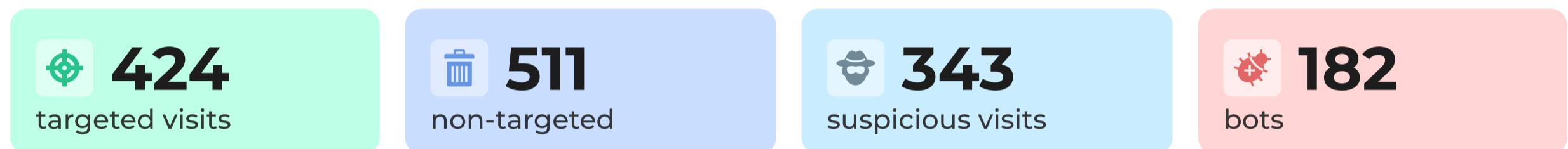


Most of the bots were **complex (132)** and **advanced (180)**. These programs most closely resemble humans and can even perform targeted actions, making them particularly dangerous for analytics.

## Traffic quality by source

We analyzed each channel in detail and demonstrated the true value of the traffic.

### 1,460 direct visits media



**Conclusion:** The most problematic channel is a high volume of bots and suspicious traffic. Previously, the client perceived this as organic interest in the brand, but analytics showed otherwise.

### 2,883 advertising systems



**Conclusion:** The channel is large, but the quality is uneven — almost half of the visits were unproductive. This gave the client reason to reallocate the budget within advertising campaigns.

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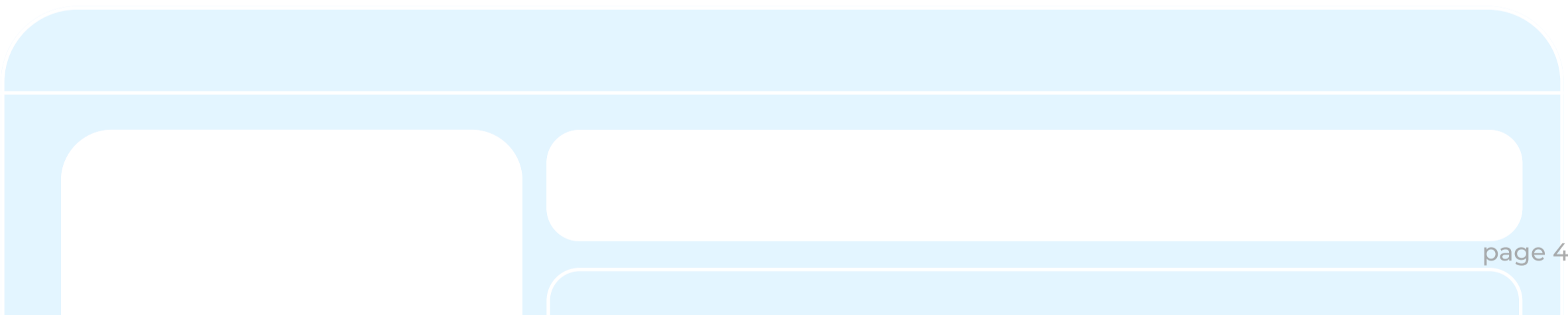
## Landing pages: why some audiences are leaving

Analytics showed that some pages have a high proportion of non-targeted and suspicious visits.

**The reasons may vary:**

- Irrelevant traffic source
- Poor offer on the page
- Poor ad quality
- Content not adapted to user expectations

**We separated technical issues from marketing issues and showed the client where the traffic was really "bad" and where the problem might be on the page or offer itself.**



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## Final conclusion

The analysis revealed that a significant share of incoming traffic did not contribute to real engagement and distorted performance metrics across channels.

By separating targeted, non-targeted, suspicious, and automated activity at the analytics level, the client gained a clear and realistic view of traffic quality.

**This allowed the client to:**

- Understand the **true value** of each acquisition channel
- **Identify sources** that inflated traffic volume without delivering meaningful engagement
- **Distinguish marketing issues** from landing page and offer problems
- Base budget and **optimization decisions** on data quality rather than traffic volume

**Result:** The client replaced misleading metrics with clear, reliable analytics and gained actionable insights to improve marketing efficiency and decision-making. The analysis provided visibility into traffic quality without affecting live traffic or user access.

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