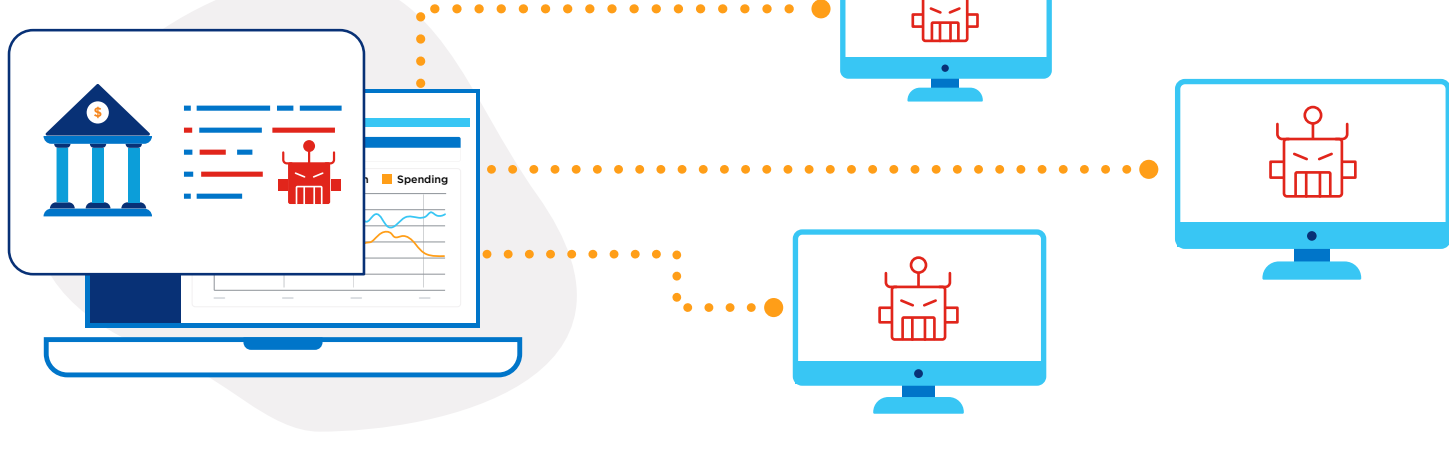


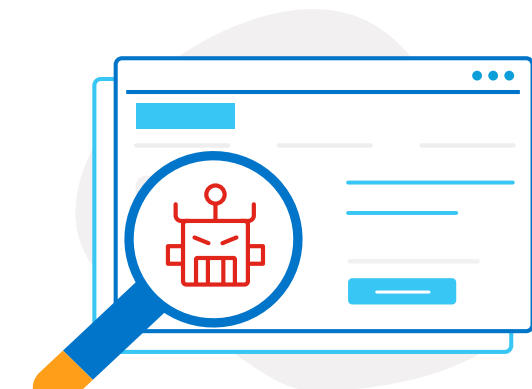
Is it a real customer or a bot?



Top 10 reasons to guard against bots in the financial services industry

Technology makes it possible to automate all kinds of processes to gain speed and scale. Unfortunately, bad actors make use of some of those same technologies. Bad bots look for opportunities to disrupt, confuse, and attack your core systems.

Did you know that:

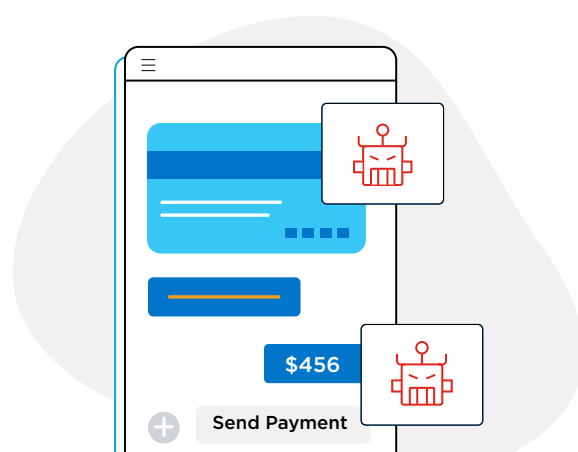


1

More than half of all web traffic comes from bots.

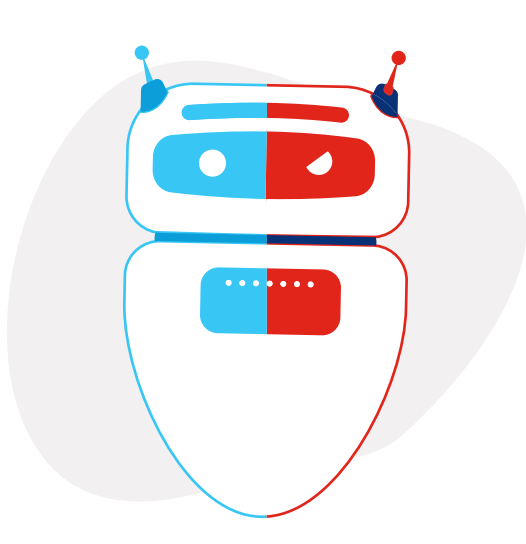
2

More bots are likely using your customer-facing website than real human beings.



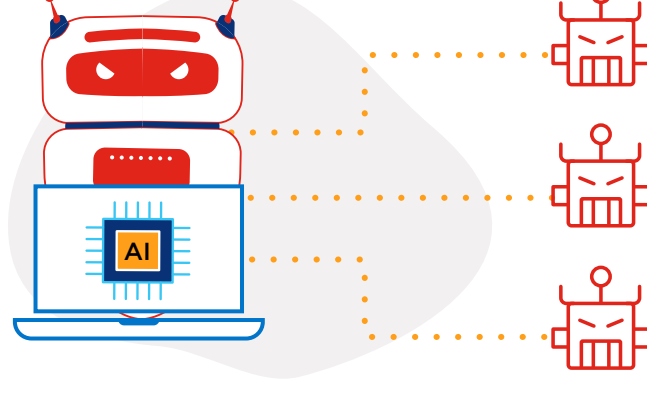
3

Bad bots outnumber good bots by more than 2 to 1 in typical website traffic.



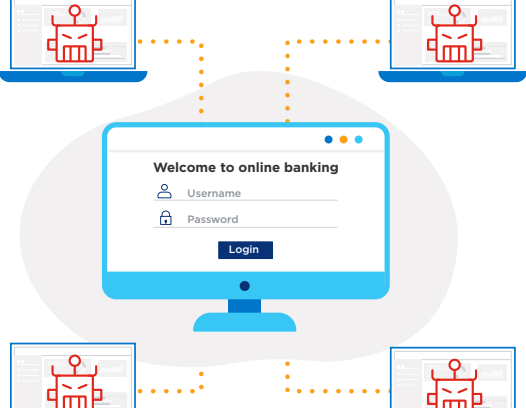
4

Today's bad bots are far more sophisticated than previous generations. They act more human.



5

If account creation just spiked, it may be a sign of a bot attack.



6

Bots can attack through different channels: web, mobile, APIs and more.

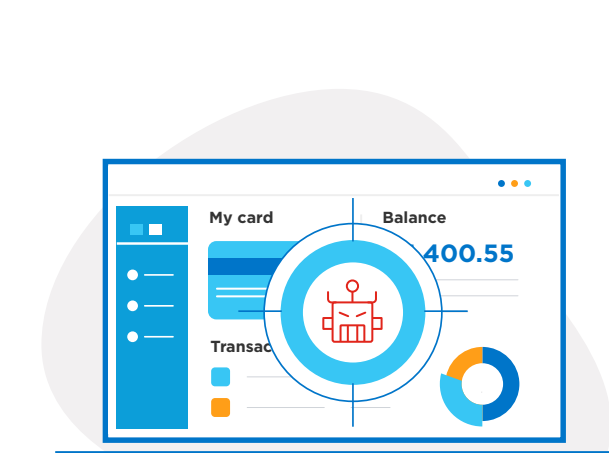
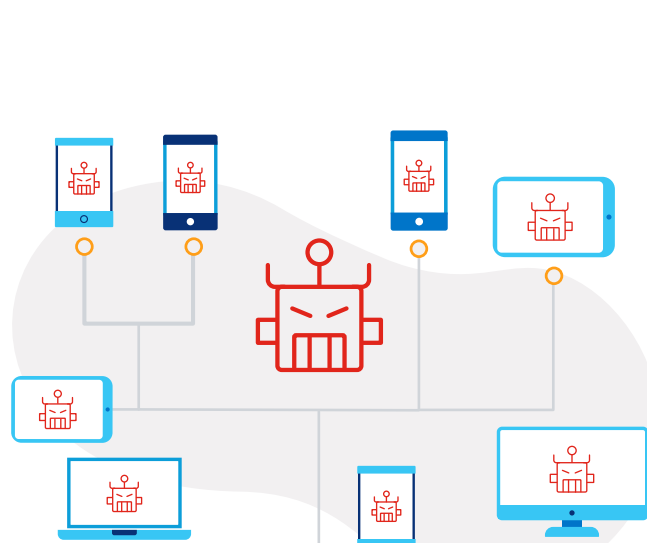


7

Bot attacks can be a distraction from other exploits such as stealing data from your systems.

8

Protect against botnets by paying attention to software and system vulnerabilities. Criminals infect devices everywhere and link them to carry out their exploits at scale.

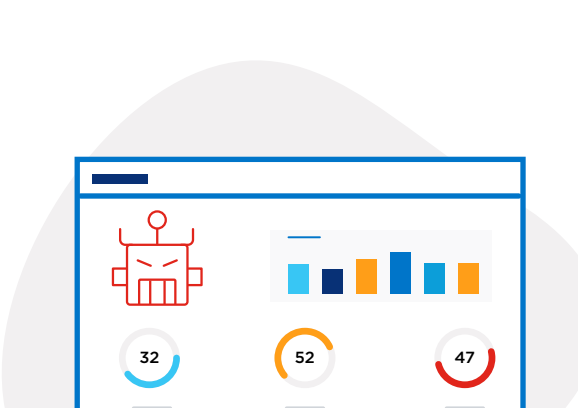


9

Bot defense needs to happen as close to real time as possible. Latency opens exploitable gaps and can slow your legitimate applications usage.

10

Bot traffic can make your customer behavior analytics useless for understanding real people.



Bad bots are proliferating in numbers and growing in sophistication. Your defenses need to scale faster and outsmart them. It's time to rethink your strategy.

[LEARN MORE](#)

Source: Learn how to better protect your digital business from costly bot attacks.

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