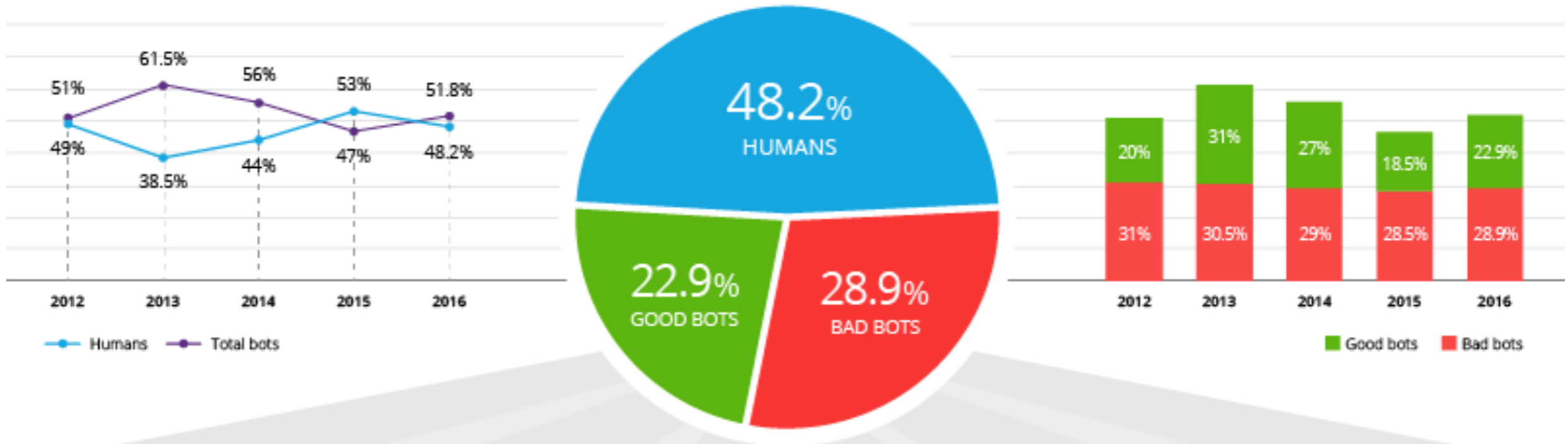


BOT TRAFFIC REPORT 2016

BOTS ONCE AGAIN COMPRISE THE MAJORITY OF ONLINE TRAFFIC AMID AN INCREASE IN GOOD BOT ACTIVITY.

BOT ACTIVITY IS IN AN UPTREND, after a three year decline.

INCREASE IN GOOD BOT ACTIVITY, which went up by 4.4 percent.



1.2%

MONITORING BOTS

Health checkers that monitor website availability and the proper functioning of various online features.



2.9%

COMMERCIAL CRAWLERS

Spiders used for authorized data extractions, usually on behalf of digital marketing tools.



6.6%

SEARCH ENGINE BOTS

Bots that collect information for search engine algorithms, which they use to make ranking decisions.



12.2%

FEED FETCHERS

Bots that ferry website content to mobile and web applications, which they then display to their users.



24.3%

IMPERSONATORS

Bots that assume false identities to bypass security solutions. They are commonly used for DDoS assaults.



1.7%

SCRAPERS

Bots used for unauthorized data extraction and the reverse engineering of pricing models.



0.3%

SPAMMERS

Polluters that inject spam links into forums, discussions and comment sections.



2.6%

HACKER TOOLS

Scavengers that look for sites with vulnerabilities to exploit for data theft, malware injection, etc.

WHAT'S YOUR BOT SITUATION?

Bot traffic patterns change depending on the popularity of a given website.

Here's the amount of bot traffic you can expect based on the number of human daily visitors to your site:



2012-2016 Traffic Breakdown (by visitor type)

