BOT PREVENTION FOR ONLINE MARKETPLACES AND CLASSIFIEDS BUSINESSES

ELIMINATE COMPETITIVE SCRAPING OF ADS, FAKE LISTINGS, AND SPAM LEADS

> Highest Accuracy

> Fast and Flexible Deployment

> Filter Bots from Analytics Dashboards

> Feed Fake Data or Take Custom Actions against Bot Signature

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"Together with Radware Bot Manager, we made our website a much safer environment for our users and their data, further branding Njuskalo.hr as a place to go for buying and selling online."

— BORIS NAĐ, TECHNICAL OPERATIONS MANAGER, NJUSKALO, CROATIA'S NO. 1 MARKETPLACE

Online marketplaces are vulnerable to automated attacks from competitors and fraudsters. Attackers target online marketplaces to scrape listings and pricing information. They deploy sophisticated bots to programmatically fill lead generation forms and illegally obtain advertisers' contact details. Competitors leverage such tactics to post ads on their own portal without advertisers' consent. Attackers also use bots to make spam listings. Automated activities on classifieds portals degrade website performance and also skew web analytics.

INTEGRATION OPTIONS

> Web Server Plugins

> Cloud Connectors

> JavaScript Tag

> Virtual Appliance

Radware Bot Manager protects over 80,000 internet properties of global online brands from across the globe. We use a combination of technologies to accurately distinguish bots from human users. Few of these technologies include user behavior analysis, device fingerprinting, browser fingerprinting, Intent-based Deep Behavior Analysis (IDBA), and machine learning. We also provide classifieds portals with comprehensive analytics detailing most targeted web pages and categories.

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IMPACT OF BOTS ON ONLINE MARKETPLACES

Scraping of Listings, Price, and Product Information

(Competitors illegally scrape unique ad listings, and pricing information to gain a competitive advantage)

Fake Listings

(Competitors deploy bots to add fake listings on classifieds portals)

Spam Leads

(Spammers deploy bots to programmatically fill lead generation forms and illegally obtain advertisers' contact details)

Application DDoS

(Attackers deploy thousands of bots to exhaust web servers, 3rd party APIs, inventory database, and other critical resources)

Skewed Analytics

(The presence of automated traffic on your classifieds portal skews web analytics and impedes decision making)

WHY RADWARE BOT MANAGER

The continuous scraping attacks cause many harms to a classifieds portal including loss of exclusivity of listings, and impaired product and marketing decision making due to noise in analytics. Such attacks also damage brand reputation due to scraping of advertisers' details. Radware Bot Manager applies a non-intrusive API based approach to filter bots that attempt to intrude into your classifieds portal. We perform intent analysis at the higher level of abstraction of intent to filter sophisticated automated activities before they attack your web applications, mobile apps, and APIs. Radware Bot Manager can be seamlessly integrated into existing infrastructure in minutes. We offer easy integration using web server plugins, cloud connectors, JS tag, and virtual appliance.

SYMPTOMS OF A BOT ATTACK ON AN ONLINE MARKETPLACE

- Increased complaints from advertisers regarding fake leads
- Unusual activity on selected resources (e.g., unexpected surge in traffic on a particular category page)
- Complaints from advertisers that their listings are posted on other sites without their consent
- Duplicate listings in search engine results
- Increased number of fake listings
- Reduced website performance and service degradation
- Unexpected changes in web analytics

BENEFITS

- Ensure exclusivity of your classified ads
- Eliminate spam leads
- Restore advertisers' confidence by securing their contact details from scrapers
- Strengthen product and marketing decision making with accurate analytics

OWASP THREATS STOPPED BY RADWARE BOT MANAGER

- **OAT 011** - Scraping
- **OAT 015** - Denial of Service
- **OAT 016** - Skewing
- **OAT 017** - Spamming

Success Story

Njuskalo, Croatia's largest and most popular marketplace, connects hundreds of thousands of buyers and sellers every day. The platform enables trading between individuals as well as businesses. Njuskalo is the 3rd most visited website in Croatia. The site's popularity makes it a prime target for competitors, aggregators, and fraudsters.

Read How Radware Bot Manager Helped Njuskalo Eliminate Content Scraping and Spam Leads

About Radware

Radware® (NASDAQ: RDWR), a leading provider of cyber security and application delivery solutions, acquired ShieldSquare in March 2019. ShieldSquare is now Radware Bot Manager.

Radware® (NASDAQ: RDWR) is a global leader of cybersecurity and application delivery solutions for physical, cloud and software-defined data centers. Its award-winning solutions portfolio secures the digital experience by providing infrastructure, application and corporate IT protection and availability services to enterprises globally. Radware's solutions empower more than 12,500 enterprise and carrier customers worldwide to adapt quickly to market challenges, maintain business continuity and achieve maximum productivity while keeping costs down. For more information, please visit www.radware.com.

Radware encourages you to join our community and follow us on: Facebook, LinkedIn, Radware Blog, Twitter, YouTube, Radware Mobile for iOS and Android, and our security center DDoSWarriors.com that provides a comprehensive analysis of DDoS attack tools, trends and threats.