HUMAN

Fake Leads Don't Buy Anything

Prevent automated lead efforts by cybercriminals from stealing from your digital customer lead activities and keep your CRM data clean

How Real Are Your Leads?

It takes a number of strategies to deliver marketers the steady flow of leads into their pipelines needed to meet key growth metrics. Unfortunately, fraudsters can introduce themselves into these performance channels without much difficulty. They can drive bot traffic to landing pages, emulate behaviors to avert detection while siphoning budgets and contaminating the very insights needed to make informed choices.

Sophisticated bots are much better at evading technology as they behave like real users. They can imitate human behavior using mouse movements, keystrokes, and fake browser behavior even when applications work as intended. As a result, traditional marketing and advertising security solutions that rely on behavioral monitoring or static lists to detect bots are increasingly vulnerable to abuse and leaving their data at risk.

Protected Attack Surfaces

FORM FILL PAGES

SOCIAL LANDING PAGES

REMARKETING CAMPAIGNS

MARKETING ANALYTICS

Safeguard against Lead Generation Fraud

HUMAN's BotGuard for Growth Marketing helps digital marketers reduce the input of fake or stolen information into customer data management systems. The result is accurate audience insights on targeting and converting real human prospects, rather than wasting money on fraudsters who line their own pockets at the expense of your budget.

BotGuard for Growth Marketing uses a multilayered detection methodology that establishes hard technical evidence to prove fraud. This enables BotGuard for Growth Marketing to detect and mitigate today's sophisticated bots with unmatched scale, speed, and precision to ensure that only real humans are interacting with your marketing efforts.

Pain Points

Faked Leads
Automated lead submissions inject invalid bot data into your CRM lowering your ability to deliver optimal conversion performance.
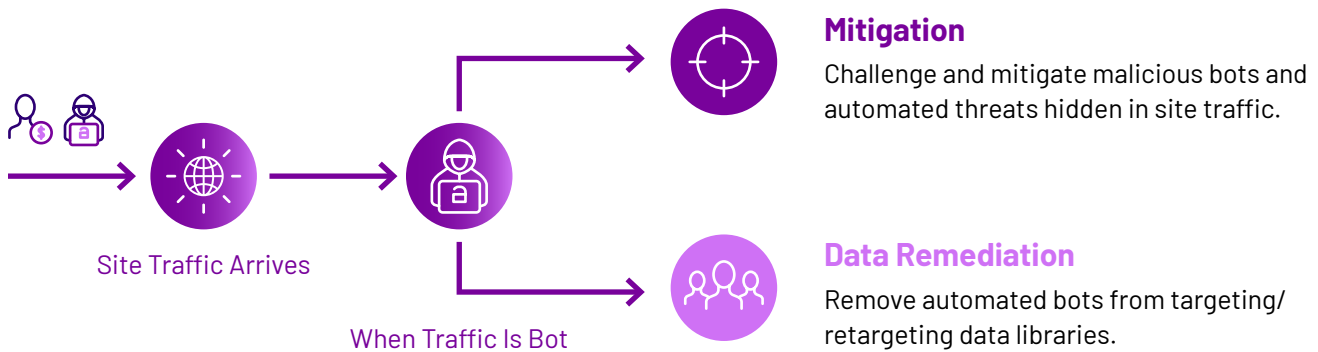
Faked Social Clicks
Social is an important source for performance marketing, but automated bots are connections that will only drain revenue not improve it.

Wasted Affiliate Costs
Time, money and opportunity costs are driven up when affiliates are rewarded for delivering automated bots not humans while fraudsters pocket the paychecks.

How BotGuard for Growth Marketing Works

Site Traffic Arrives

When Traffic Is Bot

Mitigation
Challenge and mitigate malicious bots and automated threats hidden in site traffic.

Data Remediation
Remove automated bots from targeting/ retargeting data libraries.

The HUMAN BotGuard for Growth Marketing Advantage

Convert More Humans

Improve lead quality

Convert site visits from real humans, not automated bots by preventing automated form fills, lead submissions and interactions.

Trust Metrics

Curtail Data Contamination

Prevent bots from contaminating business and marketing analytics for more trusted and effective engagement models based on real human traffic.

Realize Revenue

Optimize Your Remarketing

With 100% focus on defeating automated attacks, HUMAN has a finger on the pulse of the new techniques used by bad actors, protecting your business and the internet.

Powered by the Human Verification Engine™

BotGuard for Growth Marketing is powered by the Human Verification Engine, which combines technical evidence, machine learning, and continuous adaptation to deliver 'human or not' decisions with unmatched scale, speed, and precision to safeguard your applications and services.

Every week, we verify the humanity of over 15 trillion interactions by leveraging our distinct observability advantage established by analyzing over a decade's worth of data to provide continuously adaptive and collective protection to our customers, who include the world's top internet platforms.

Our Satori Threat Intelligence and Research Team takes down multiple large-scale attack networks every year, proactively identifying and reverse engineering new threats to inform our detection techniques with new indicators against emerging automated attacks.