Fraudsters look at that audience and use dollar signs. With this army of bots, they can make lots of money.

One way is through a fraud model called [inventory hoarding]. Fraudsters can pad and push these from the major ‘at home’ retailers. With hundreds of thousands of bots at their disposal, they’re able to cause a lot of harm in order to get Black Friday’s deep-rooted fraud.

The fraudster makes a fake website about fake packages, says [ReadyForOne.com].

To convert this, the bot, the fraudster does what all online retailers do: they make an offer that seems too good to be true.

But before they can get away with it, they have to look like a legitimate website with an engaged audience.

The fraudster sends bots to the website to interact with.

Now if [ReadyForOne] has seen bot activity and an ‘engaged’ audience, they begin selling impressions.

A fake online retailer, called [Bokia], has an impressionist website, then pushes ads on that site to be seen by real users. The fraudster then uses the fake ads to mislead users into clicking on them.

Now there are links on the [Playbox] website.

This screenshot shows a fraudster selling ads on the [Playbox] website.

On-lookers, the [ReadyForOne] fraudster can make even more than if they didn’t claim it. The fraudster is able to charge more for the fake ads because of the high demand, and the bots click on the Playbox ads.

With this, they may never become known. The fraudster is able to fool the audience into thinking these products are real and will not be available.

A portion of real users want to purchase the products. They’re given the order at a lower price, but the fraudster gets the money at a higher price.

The fraudster decided to get the stolen profit and the payment from the real customers, getting the money in the pocket of the fraudster.

Do it’s repeat, the fraudster gets paid when:

Advantages for paying for their fake orders

Retailers: stop fraudsters from breaking your limited inventory, optimizing away your marketing dollars, and taking your relationships with real customers. Protect your brand with our M-Fraud solution.

*Human Security customer achieves 10x sales, 233% increase in revenue*