Most people think of Thanksgiving weekend as a time to loosen their belts a little bit, make leftover turkey sandwiches, and start their holiday shopping.



Fraudsters look at that weekend and see dollar signs. With their army of bots, they can make a lot of money.

One way is through a fraud model <a>© called inventory hoarding.

Fraudsters can get paid multiple times from this series of attacks. With hundreds of thousands of bots at their disposal, they cause a lot of mayhem for retailers over Black Friday and Cyber Monday.

This fraudster makes fake website about video games called ReadyGamerOne.com.



To monetize the site, the fraudster does what all sites do to make money: advertisements.



But before they can bring on advertisers, they have to look like a legitimate website with an engaged audience. The fraudster sends bots to

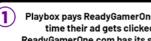
the website to interact with the content.



Now that ReadyGamerOne.com has content and an "engaged" audience, they can begin selling impressions.

A video game console brand called Playbox bids on impressions and wins, thus putting their ad into view.

They have an ad for their latest game console coming out this holiday season, the PLAYBOX SERIES 7.



Playbox pays ReadyGamerOne.com ev time their ad gets clicked on. So















programmed to create hundreds of unique accounts in preparation for the Playbox Series 7 drop.











ReadyGamerOne.com fraudster has the bots log into the accounts and snatch up as many Playbox Series 7s as possible.

On launch day, the

purchases to Playbox, their fans are mad. All those Playbox Series 7s are now on reseller websites for A fraction of real humans were able

their retail price.

to snatch up the game console.



and pay the premium for the reseller consoles, putting more money in the pocket of the fraudster.

Some humans decided to bite the bullet



So let's recap. The fraudster gets paid when:



Advertisers pay for their

Reselling the product at a

fake clicks higher price

Playbox would have saved money:

With HUMAN,



HUMAN flagged the impression as a bot, so Playbox saved their marketing dollars for real engaged humans on real sites.



HUMAN flagged the paid search and advertising traffic as fraudulent, so Playbox can clawback dolla spent on those fake clicks and detarget those fake audiences in the future.



Playbox site, it wouldn't have been able to create any accounts because HUMAN would flag then as a bot, no matter how human they look.

Retailers: stop fraudsters from hoarding your limited inventory, siphoning away your marketing dollars, and ruining your relationships with real consumers. Protect your brand this

#BotFriday and holiday season with HUMAN.



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