

Show me the \$\$

INVENTORY HOARDING

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 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 a 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.



1 Playbox pays ReadyGamerOne.com every time their ad gets clicked on. So ReadyGamerOne.com has its sophisticated bots click on the Playbox ads.



Now there are bots on the Playbox website.



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



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

While this may seem like real purchases to Playbox, their fans are mad. All those Playbox Series 7s are now on reseller websites for

10x their retail price.

A fraction of real humans were able to snatch up the game console.



2 Some humans decided to bite the bullet and pay the premium for the reseller consoles, putting more money in the pocket of the fraudster.



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



Advertisers pay for their fake clicks



Reselling the product at a higher price

With HUMAN, Playbox would have saved money:



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 dollars spent on those fake clicks and detarget those fake audiences in the future.



If a bot landed on the Playbox site, it wouldn't have been able to create any accounts because HUMAN would flag them 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.