

# Cybercrime Threatens the Digital Funnel

## How Bots Get in the Way of Digital Business

Cybercriminals are employing new attack methods on new digital surfaces, including digital marketing. They're using bots, or automation software, to mimic human engagement in marketing— monetizing fake clicks on paid ads and search results, fake site traffic and form fills, and retargeting bots.

While the costs of marketing fraud are real and proven, for many digital marketing leaders this abuse remains invisible and unimpeded. It's important to understand the true impact on marketing KPIs, including Lifetime Value (LTV), as bots infiltrate and traverse the digital customer journey.

