

Reseller Bots: A Problem You Can't Afford to Ignore

Sophisticated reseller bots are no longer a niche threat, but a mainstream problem for eCommerce businesses, particularly during high-demand, high-stakes retail events.



Product launches + Flash Sales

Limited edition sneakers and in-demand concert tickets are gone faster than you can say 'add to cart', by reseller bots whose sole intent is to sell them on at an inflated price.



Cart-jacking and fake sessions

Bot sessions fill carts and hoard inventory: often removing in-demand items from the carts of genuine users before they have a chance to check out.



Seasonal campaigns

Bots are especially active in the holiday season, causing chaos for website inventory, reputation and revenue potential

In 2024, 24.4% of retail traffic was attributed to 'bad' bots

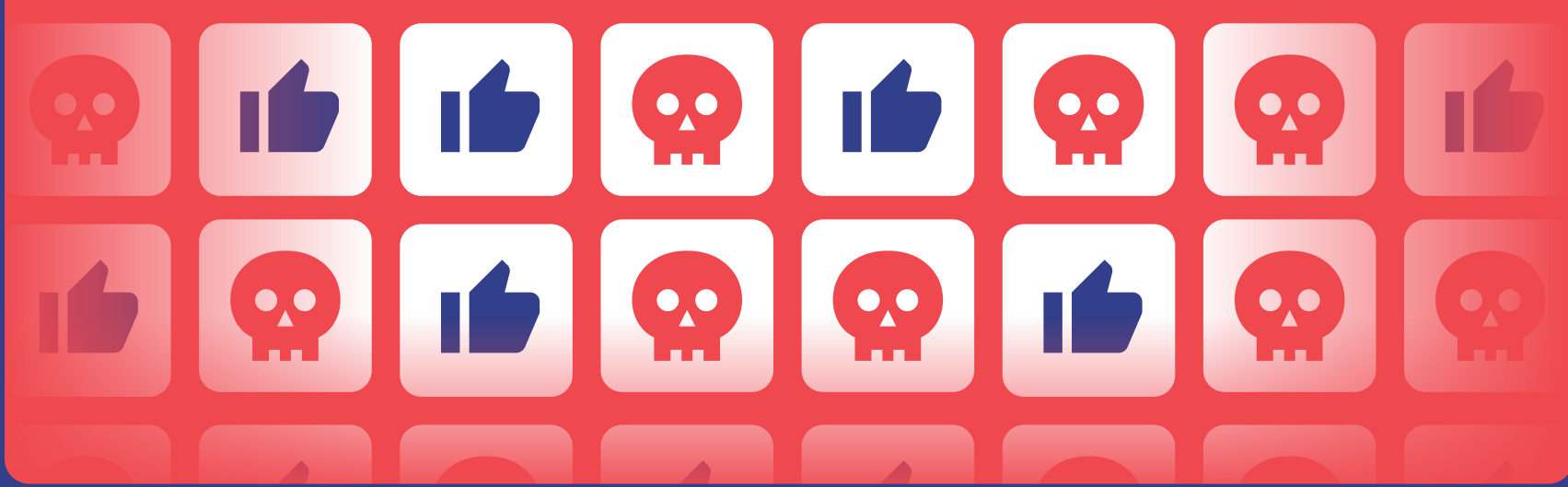
Source: Imperva

Bad bots = reseller bots that hijack your inventory, waste your ad budgets, and derail your high-stakes campaigns

How Reseller Bots Hurt Your Paid Campaigns

Inflated engagement scores

Reseller bots hide inefficiencies and make campaigns appear to perform better than they are



Inventory bought by bots, not customers

Your real customers don't stand a chance against the reseller bots



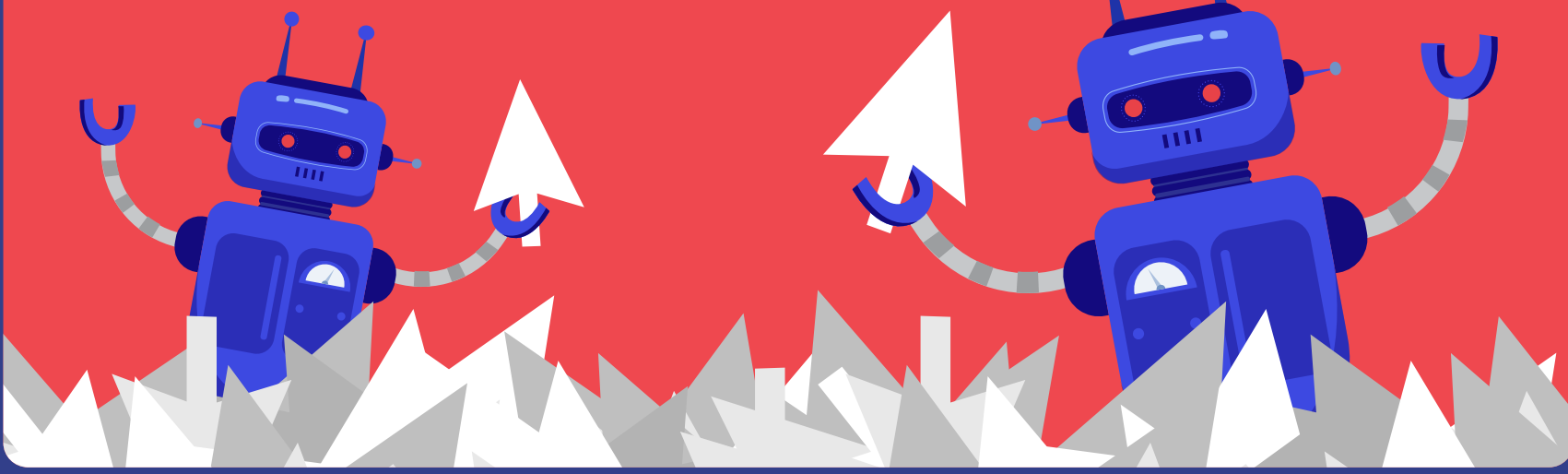
Misallocated ad spend on fake conversions

Marketing budgets meant for real users are wasted on bot traffic that converts but delivers no value



Skewed attribution and retargeting data

False attribution means your retargeting audiences are stuffed with fake users, and your budgets are wasted



If your campaigns are suffering from the following symptoms...

- 💰 Budget drain from legitimate prospects during key events
- 🛒 Misleading engagement metrics on key product pages
- 🎯 Underperformance on retargeting campaigns
- 📈 Increasing conversions with declining revenue

It's time to take control with TrafficGuard

TrafficGuard stops reseller bots before they have a chance to click on your ad placements. We'll protect your budgets, preserve your audience quality, and ensure your campaign data reflects **real shoppers** – not scripts – leading to:



Bot-free conversions and accurate retargeting



Genuine campaign performance insights



Protection from proxy clicks



Budgets preserved for real users

Don't let **reseller bots** drain your ad spend and pollute your product launches.

Get in touch with the TrafficGuard team and keep your campaigns protected.

