ARE BOTS MAKING TRAVEL PLANS TOO?

CASE STUDY
The travel industry is abuzz with the onset of the vacation season and the resurrection of travelers post-pandemic. Online travel bookings have witnessed an upsurge in bookings as travelers are planning their summer vacation with family. Resultant, there's a rise in digital transactions across travel and booking platforms. To make the most of the revenge traveling and planned traveling among users, brands are investing heavily in digital campaigns and advertisements to attract users with tempting offers. mFilterIt analyzed the visit and event summary of a leading online travel booking platform in India to understand the sudden upsurge in website and app traffic with no sales activity.
Bot Device was the major fraud category where different bot patterns were observed which resulted in drained ad campaign budgets. Around 15% of the total traffic was bot-driven. 29% of the affiliates sent fraudulent traffic on the client's website via bot devices, fake devices, and VPN fraud. Inconsistent connections and the use of proxies and VPNs are used to fake geographies and IP Addresses.

Deep diving into the analytics of the campaigns, the majority of the visits were coming in the same time frame from the same device fingerprinting, which clearly indicated bot traffic.

12% of the visits came through older Android OS versions, 4.4 version. Currently, the market share for Android OS versions is for 9, 10, 11 & 12.

In other cases, campaigns were run in India-specific regions while the traffic in the analytics showed visits and events from California and Dakota regions, a case of geo fraud. 5% of overall fraud traffic fell into this category.

After onboarding mFilterit for fraud detection and prevention, the brand saw a whopping 1.3x increase in conversion rates within the fortnight. The conversion rates dropped down to 29% with real human users visiting the platform.
How bot traffic affects the campaign?

Increased PPC costs

When harmful bots crawl pages, they click each ad it encounters. Each click generates more revenue for the ad publisher and increases advertising costs. Some bots will randomly change the time they spend on a page and can fill out basic forms to look less mechanical and become harder to spot. Many of the clicks these bots create are worthless leads.

False analytics

For analytics to be useful to a marketer, they require a human audience. Humans have a unique demographic profile that advertisers can utilise to best tailor website content. However, bots are not capable of providing such information and will affect the idea you have about your audience.

Bot traffic will lead to your business wasting money on fraudulent ad clicks that will not generate any revenue. Coupled with skewed metrics that will be disastrous for your business, it is essential to know how to identify bot traffic and protect your campaign from it as best you can.
How mFilterIt helps build impeccable digital presence?

Using proprietary machine learning based solutions, mFilterIt deterministically validates the digital engagement fine tuning the return on digital spends within a brand safe environment.

Trusted by leading advertisers globally, mFilterIt's digital fraud prevention and brand protection services are helping marketers to create true engagements within a trustworthy brand environment.

Acting as the digital police on behalf of a brand, mFilterIt identifies and reports BOT driven frauds hampering the digital advertising performance along with issues adversely impacting the brand reputation and trust.

Walking an extra mile, mFilterIt makes the reporting actionable, through take-down and de-indexing support helping the brands not only with identification but also with conclusive resolution.

To learn more about Brand protection and safety services of mFilterIt, engage today to connect with our brand experts. Write to us on contact@mfilterit.com

To know more about mFilterIt, please visit : www.mfilterit.com
mFilterIt is a new age company that caters to protecting digital integrity across platforms.

We believe in the power deep tech and data science to create transformational growth in our customers.

Today we work with more than 500 clients across 15 countries in the globe.

mFilterIt provides a variety of innovative and comprehensive IT solutions. We deliver quality services in the most efficient way, and our experts will work collaboratively with you to customize our offerings to your particular needs. Book a meeting with one of our consultants to hear more about how we can assist your operation.