



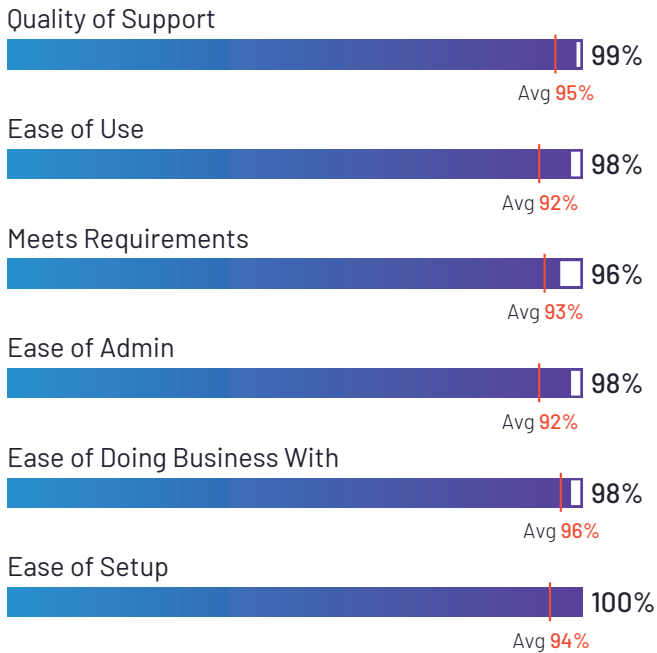
Arkose Labs

4.9 ★★★★★ (36)

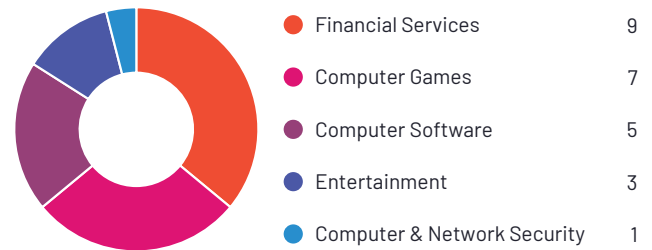


Arkose Labs has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Arkose Labs at a rate of 98%. Arkose Labs is also in the Fraud Detection category.

Satisfaction Ratings



Top Industries Represented



Ownership
Arkose Labs



HQ Location
San Mateo, California



Year Founded
2017



Employees (Listed On LinkedIn)
227



Company Website
arkoselabs.com



Satisfaction Ratings for Bot Detection and Mitigation

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
DataDome	95%	88%	96%	97%	97%	96%	96%	97%	86
Cloudflare Bot Management	91%	75%	95%	90%	89%	96%	100%	97%	68
Arkose Labs	98%	100%	96%	98%	98%	99%	100%	98%	96
CHEQ Paradome	97%	100%	96%	94%	100%	99%	98%	95%	95
HUMAN Bot Defender	89%	95%	89%	86%	93%	94%	87%	88%	77
Netacea Bot Management	93%	100%	95%	94%	100%	97%	90%	89%	86
Reblaze	93%	100%	96%	85%	97%	97%	89%	92%	77
Shape Security	91%	N/A	79%	N/A	N/A	83%	N/A	81%	66
Radware Bot Manager	92%	75%	90%	N/A	N/A	92%	N/A	92%	81
Imperva Bot Management (formerly Distil Networks)	85%	88%	96%	N/A	N/A	91%	N/A	89%	30
MediaGuard	95%	N/A	92%	N/A	N/A	98%	N/A	90%	80
Average	93%	91%	93%	92%	96%	95%	94%	92%	77

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Bot Detection and Mitigation Software (continued)

Bot Detection and Mitigation Software Definition

Bot detection and mitigation software is used by companies to defend against attacks or other unauthorized activity involving bots. Bots may attempt to take down sites and perform a DDoS attack, scrape data from a website, or perform fraudulent transactions. Bot detection and mitigation products are designed to recognize bot activity, identify malicious bots, and prevent them from engaging with websites, applications, or networks. Companies use these tools to maintain availability during attacks and prevent bots from completing their intended tasks.

These tools may have similar features to [DDoS protection software](#) but bot detection and mitigation solutions defend against a variety of bot-related activities, rather than one type of attack. Similarly, [click fraud software](#) may have similar features to bot detection and mitigation software. However, it's primed solely to detect and safeguard against fraudulent clicks relating to pay-per-click (PPC) advertising, which is again, only one of the many types of attacks that bot detection and mitigation tools defend against.

To qualify for inclusion in the Bot Detection and Mitigation category, a product must:

- ▶ Monitor websites, networks, or applications for bot-related activity
- ▶ Identify malicious bot activity
- ▶ Prevent network access to sources identified as dangerous
- ▶ Prevent DDoS attacks, account takeover (ATO), API and form submission abuse, web scraping, etc.

Bot Detection and Mitigation Grid® Scoring Description

Products shown on the Grid® for Bot Detection and Mitigation have received a minimum of 10 reviews/ratings in data gathered by November 22, 2022. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [DataDome](#), [Cloudflare Bot Management](#), [Arkose Labs](#), [CHEQ Paradome](#), and [HUMAN Bot Defender](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [Netacea Bot Management](#), and [Reblaze](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: [F5 Shape Security](#)
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [Radware Bot Manager](#), [Imperva Advanced Bot Protection](#), and [MediaGuard](#)



Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Bot Detection and Mitigation category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Grid® Report for Bot Detection and Mitigation | Winter 2023 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through November 22, 2022. To view the Bot Detection and Mitigation Grid® with the most recent data, please visit the [Bot Detection and Mitigation](#) page.

Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- ▶ Customer satisfaction with end user-focused product attributes based on user reviews
- ▶ Popularity and statistical significance based on the number of reviews received by G2
- ▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- ▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- ▶ Customers' satisfaction with administration-specific product attributes based on user reviews
- ▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

(Grid® Methodology continues on next page)

** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Grid® Methodology (continued)

Market Presence

The Market Presence score is affected by the following (in order of importance):

- ▶ Market presence is a combination of 15 metrics from G2’s reviews, publicly available information, and third-party sources
- ▶ Both the software sellers and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than seller metrics

Criteria	Measured For		Metrics
	Product	Seller	
Number of Employees	✓	✓	Employee Count (based on social networks and public sources)
Reviews	✓		Review Count (weighted by recency)
Web Presence	✓	✓	
Social Presence	✓	✓	
Growth	✓	✓	Employee Growth, Web Presence Growth
Seller Age		✓	
Employee Satisfaction and Engagement		✓	

- ▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment
- ▶ The scores are then scaled from 0-100

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2’s categorization methodology and meet G2’s category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. [A list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

(Grid® Methodology continues on next page)



Grid® Methodology (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through November 22, 2022. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Bot Detection and Mitigation category](#).

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.

Additional Data for Bot Detection and Mitigation

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
DataDome	32%	44%	24%
Cloudflare Bot Management	47%	42%	11%
Arkose Labs	7%	18%	75%
CHEQ Paradome	19%	52%	29%
HUMAN Bot Defender	3%	46%	51%
Netacea Bot Management	0%	33%	67%
Reblaze	18%	53%	29%
Shape Security	17%	33%	50%
Radware Bot Manager	64%	18%	18%
Imperva Bot Management (formerly Distil Networks)	20%	50%	30%
MediaGuard	10%	70%	20%
Average	22%	42%	37%

(Additional Data for Bot Detection and Mitigation continues on next page)

*N/A is displayed when data is not publicly available.

Additional Data for Bot Detection and Mitigation (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
DataDome	DataDome	2015	N/A	147	5,969	1,715	4.7
Cloudflare Bot Management	Cloudflare, Inc.	2009	N/A	3,309	394,311	167,962	4.0
Arkose Labs	Arkose Labs	2017	N/A	227	7,321	3,219	3.2
CHEQ Paradome	CHEQ AI Technologies Ltd.	2016	N/A	259	13,756	309	4.8
HUMAN Bot Defender	HUMAN	1995	N/A	25	564	3,624	4.1
Netacea Bot Management	Netacea	2018	N/A	105	5,224	377	4.3
Reblaze	Reblaze	2011	N/A	62	3,786	568	4.6
Shape Security	F5		N/A	6,378	296,095	1,609	4.2
Radware Bot Manager	Radware	1997	N/A	1,480	47,416	12,685	4.1
Imperva Bot Management (formerly Distil Networks)	Imperva	2002	\$264	1,710	67,502	89,595	4.4
MediaGuard	HUMAN	1995	N/A	25	564	3,624	4.1

*N/A is displayed when data is not publicly available.