

# Modernizing Bot Attack Prevention

Bot attacks are capable of large-scale sophisticated attacks that can impact both businesses and end users. These attacks are challenging to defend against and increasingly sophisticated. Modern bots have advanced to the point where they can largely bypass bot prevention technology.

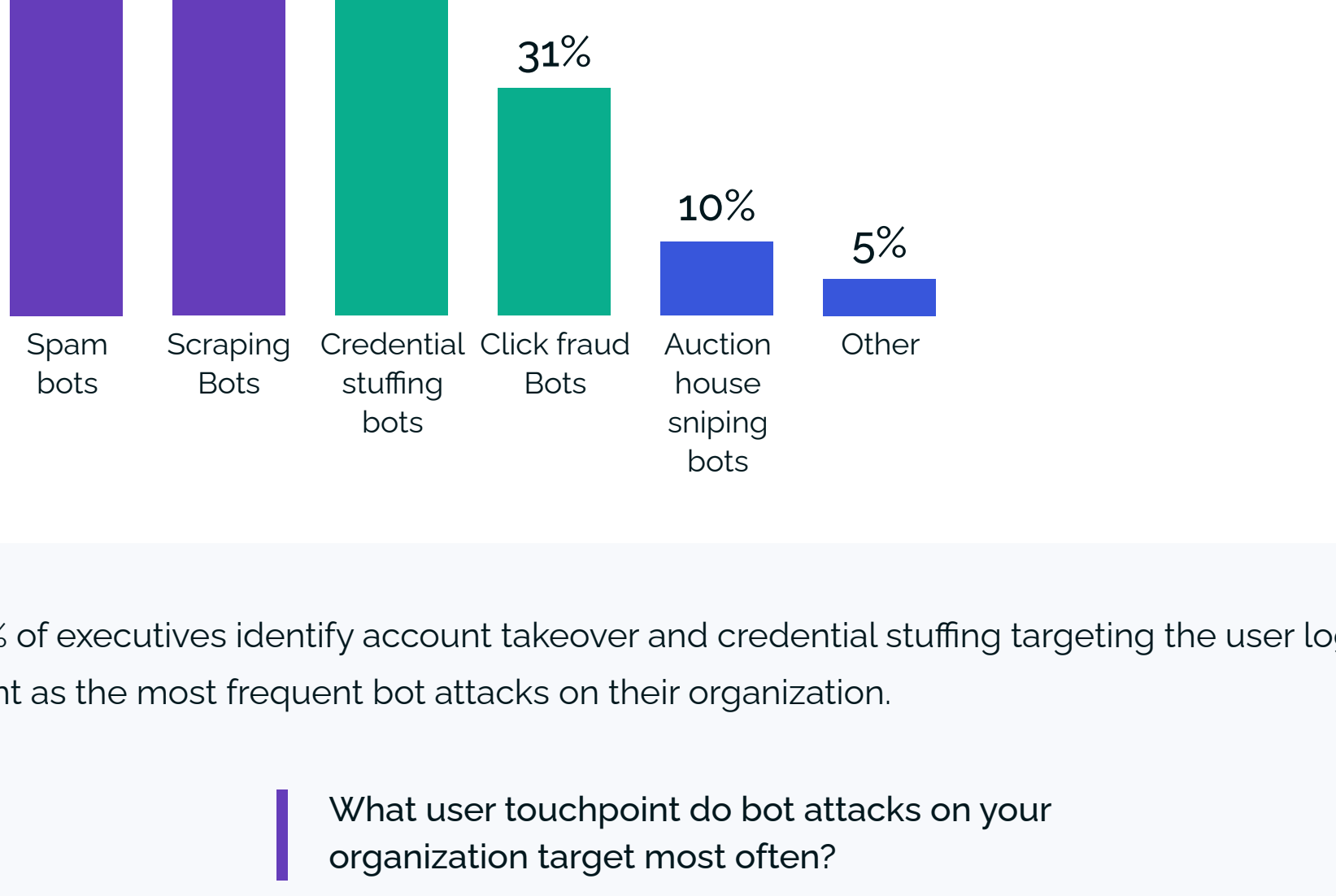
Pulse and Arkose Labs surveyed 100 technology executives who have experienced bot attacks to learn how these attacks impact the business and why businesses fail to prevent attacks.

Data collection: December 11, 2021 - January 6, 2022

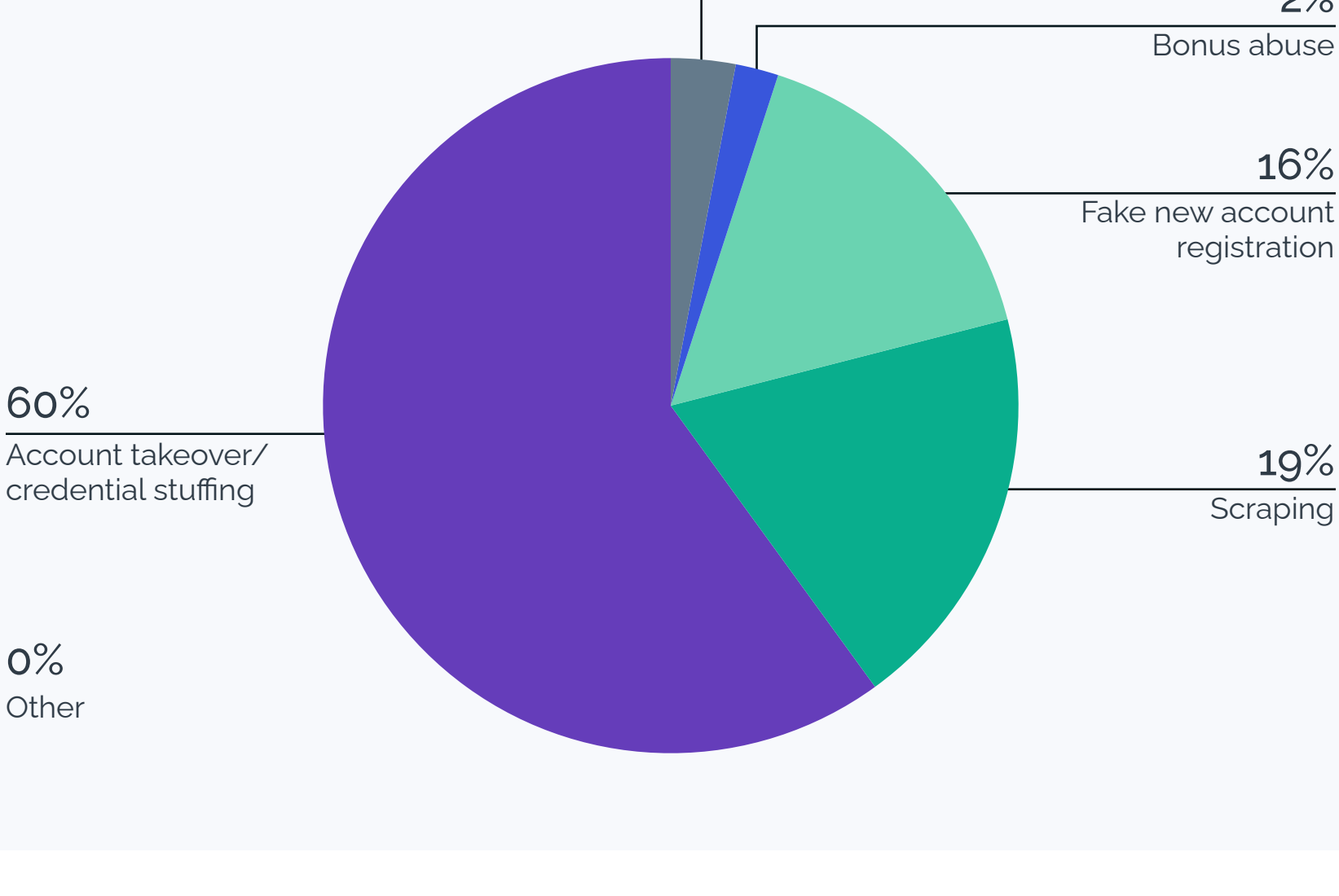
Respondents: 100 technology executives

## Bad bots power credential stuffing and scraping attacks through multiple attack points

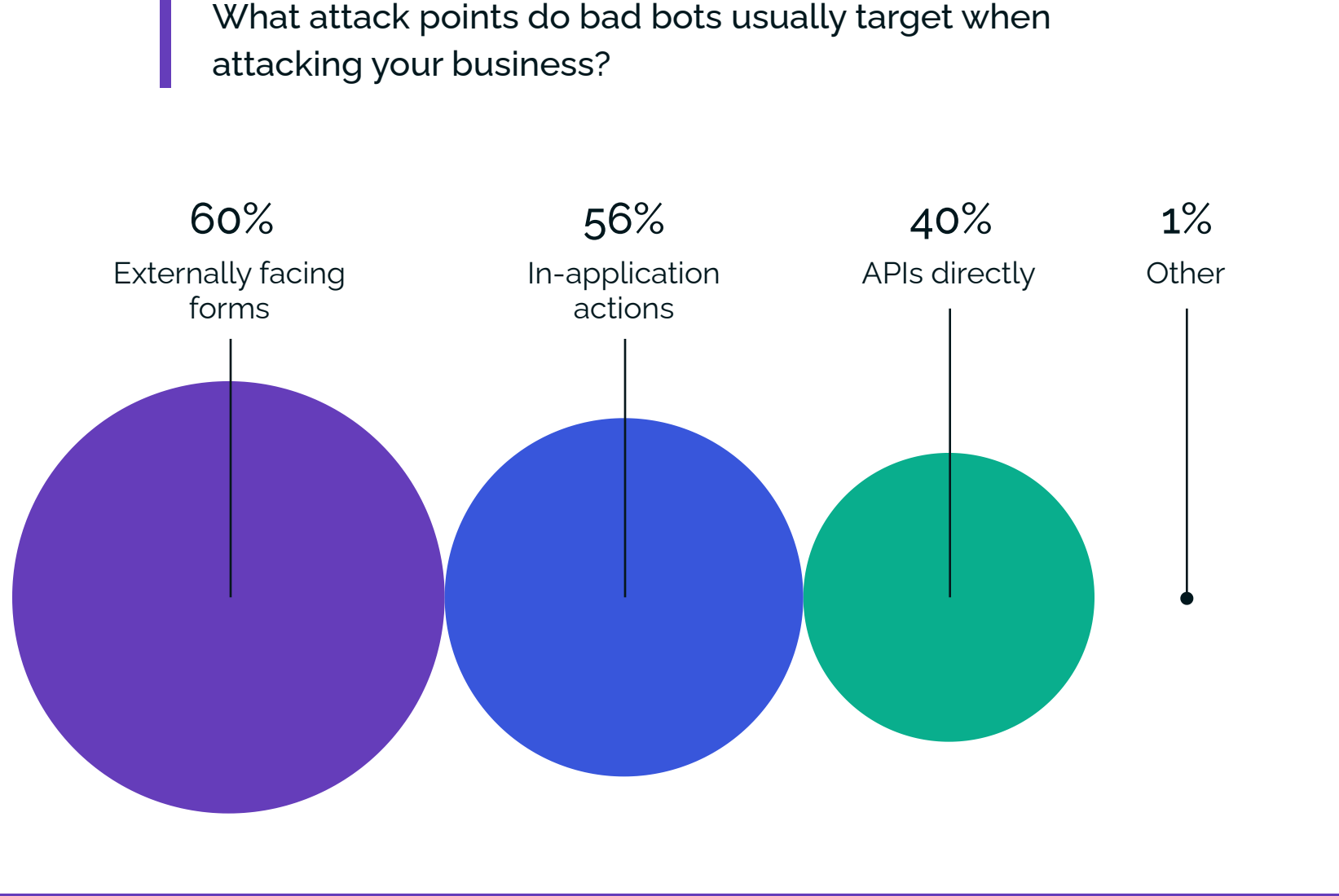
According to most respondents, the bad bots with the most significant impact on business revenues are spam bots (76%) and scraping bots (51%). Credential stuffing bots also significantly impact revenue for about half of the respondents.



60% of executives identify account takeover and credential stuffing targeting the user login point as the most frequent bot attacks on their organization.



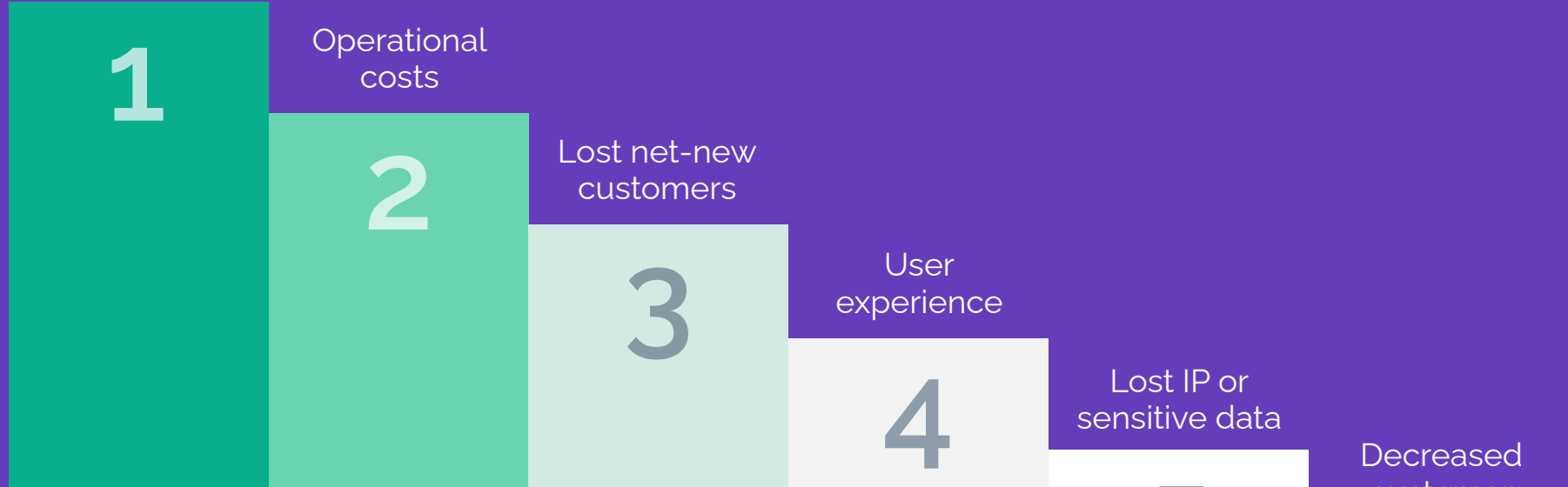
Bots are known to attack externally facing forms, in-application actions, and APIs.



## Bot attacks negatively impact brand reputation and disrupt the user experience

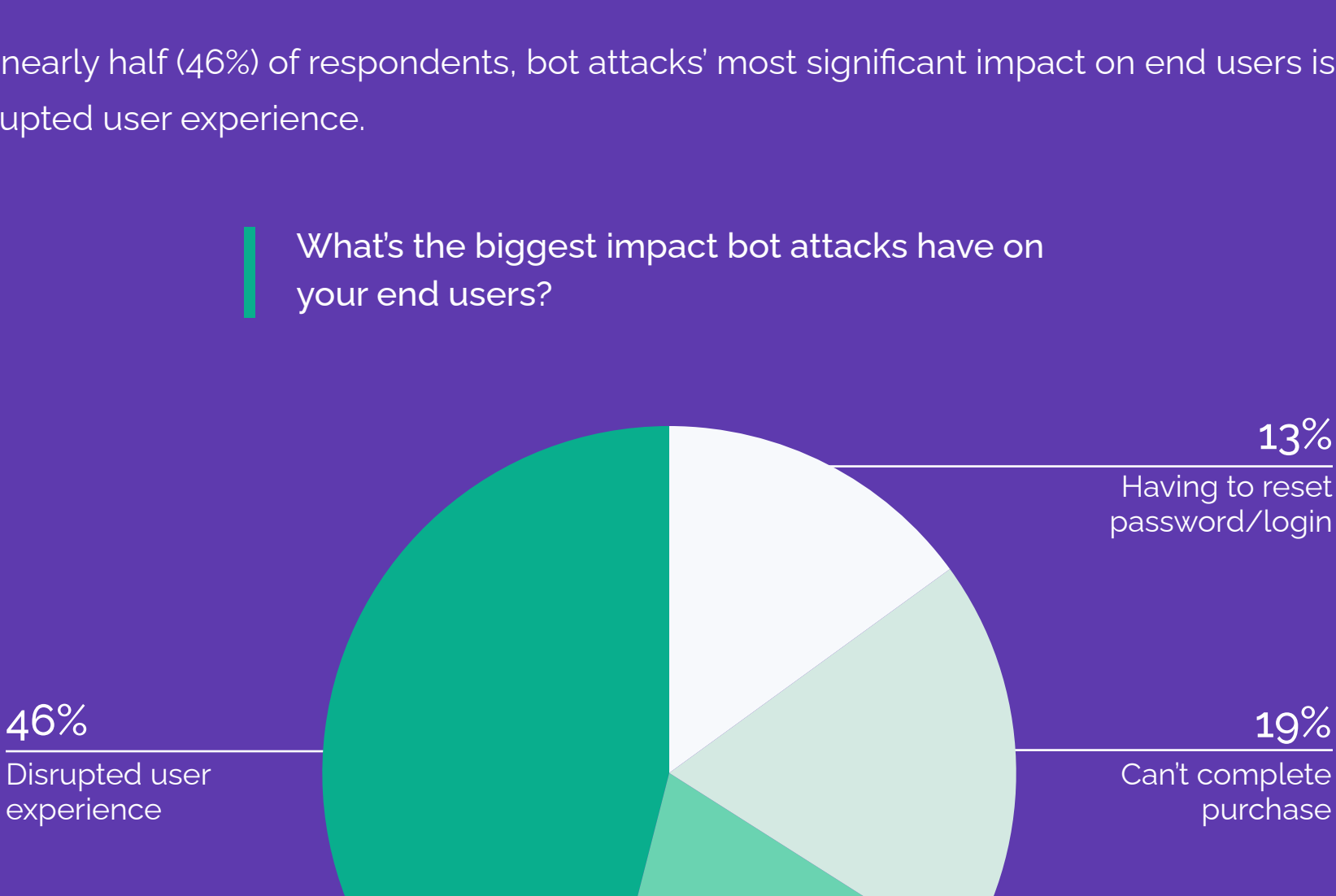
Executives ranked damage to brand reputation as the most substantial impact of bot attacks on their business over the last year, followed by operational costs and lost net-new customers.

Please rank the following business impacts of bot attacks in order of how much they impacted your organization over the last year.



For nearly half (46%) of respondents, bot attacks' most significant impact on end users is a disrupted user experience.

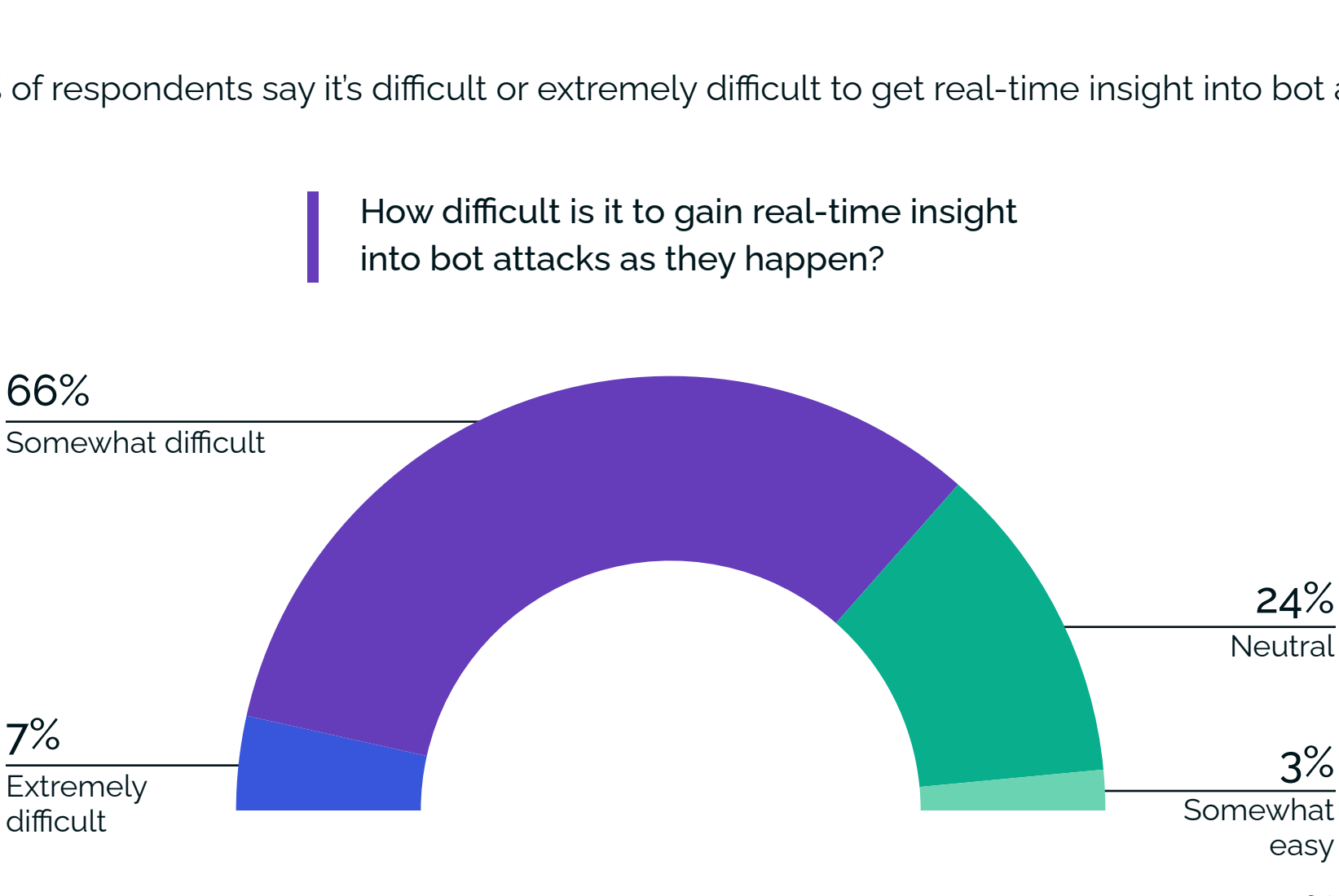
What's the biggest impact bot attacks have on your end users?



## Gaining real-time insight on attacks and discerning bots from humans is challenging

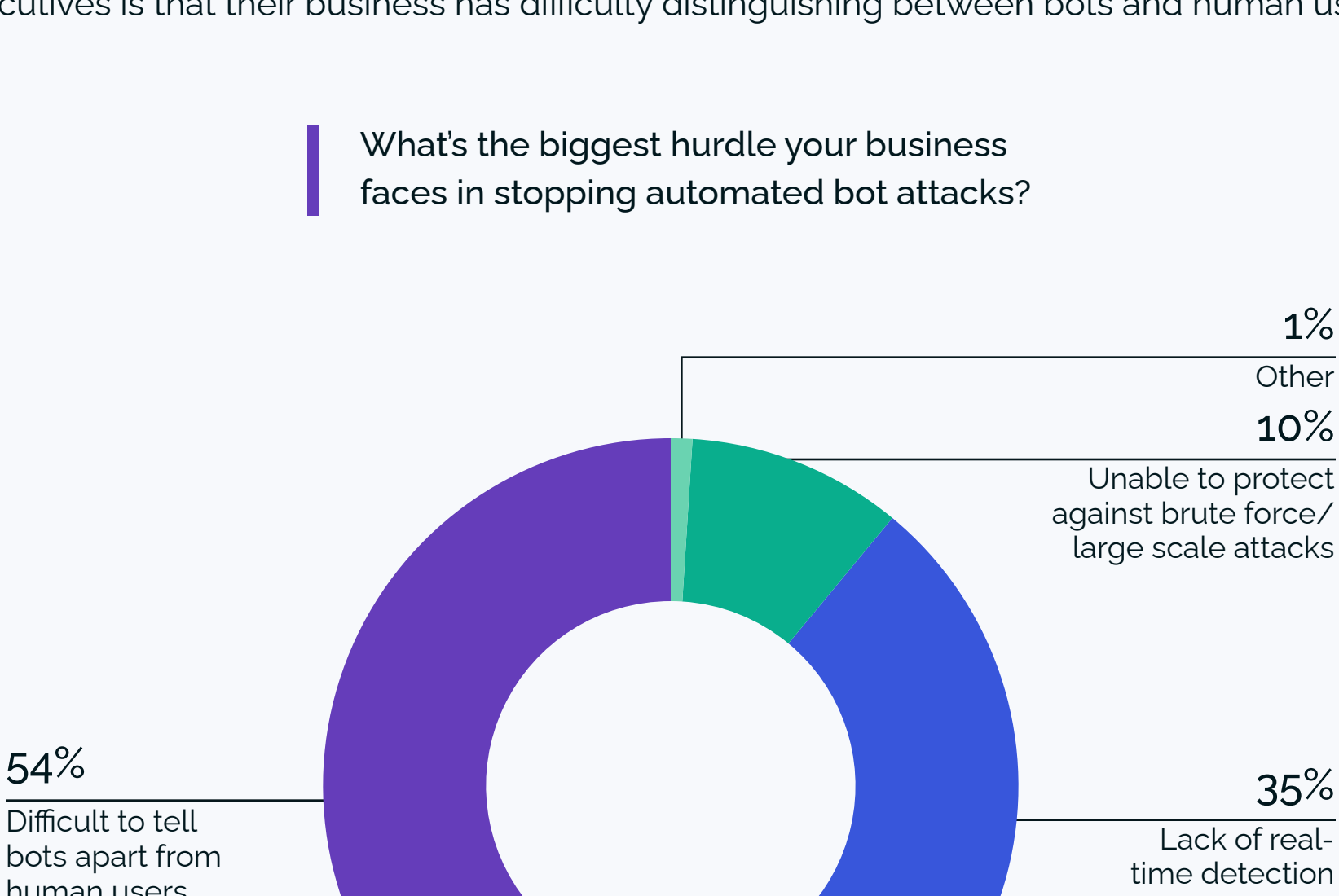
73% of respondents say it's difficult or extremely difficult to get real-time insight into bot attacks.

How difficult is it to gain real-time insight into bot attacks as they happen?



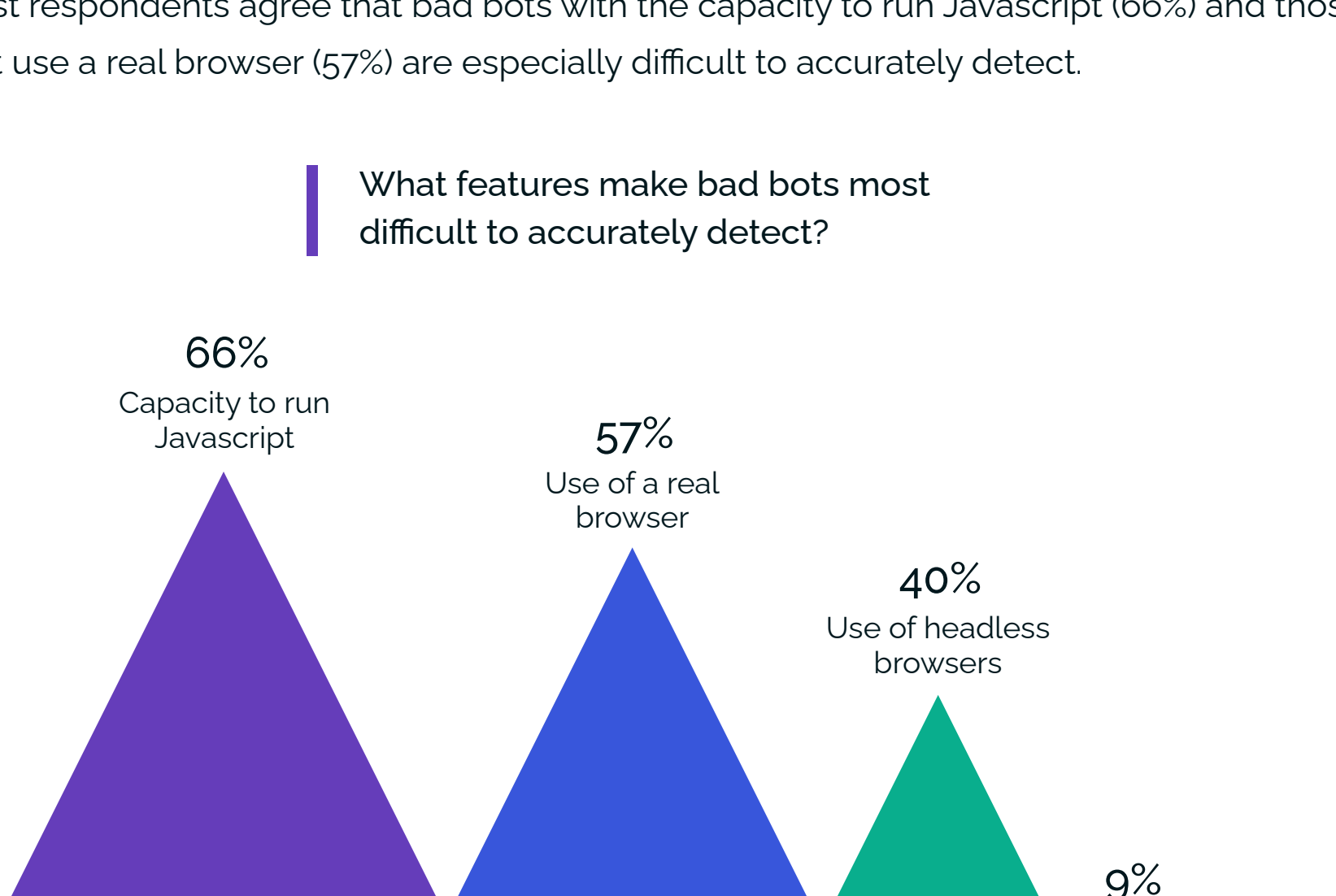
The greatest hurdle toward preventing automated bot attacks for more than half (54%) of executives is that their business has difficulty distinguishing between bots and human users.

What's the biggest hurdle your business faces in stopping automated bot attacks?



Most respondents agree that bad bots with the capacity to run Javascript (66%) and those that use a real browser (57%) are especially difficult to accurately detect.

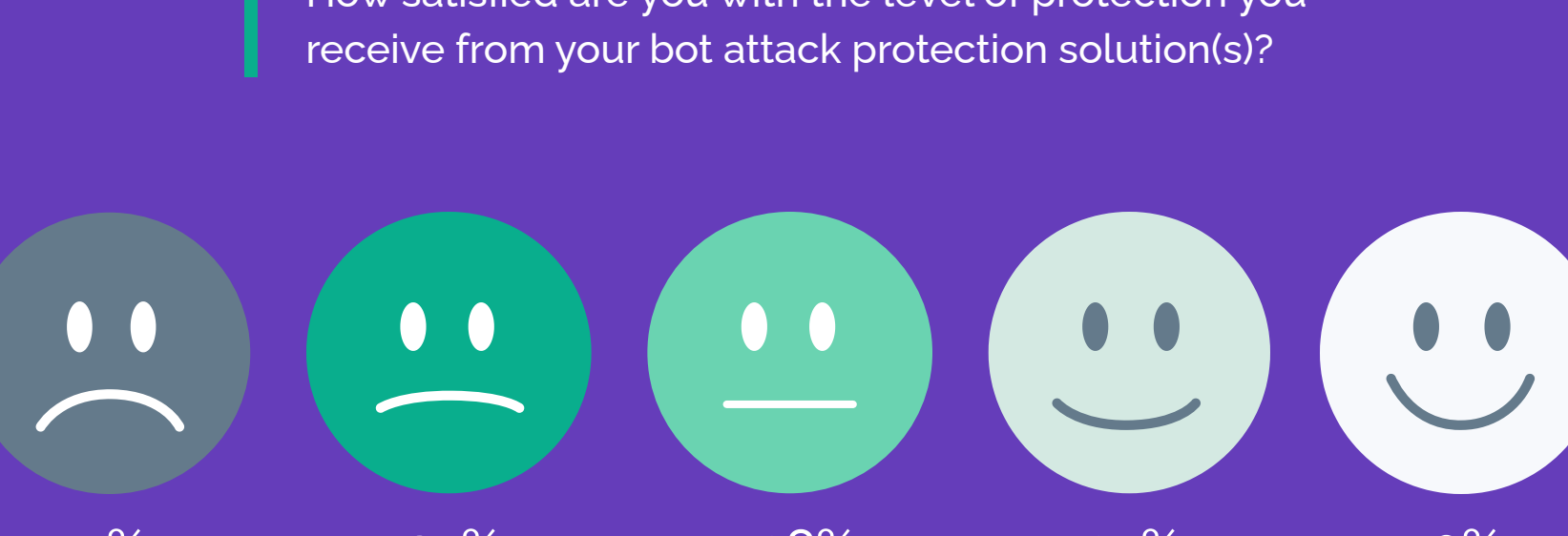
What features make bad bots most difficult to accurately detect?



## Businesses lack satisfactory technology to defend against bot attacks

Only 34% of respondents are satisfied with the level of protection they receive from their bot attack prevention solution.

How satisfied are you with the level of protection you receive from your bot attack protection solution(s)?



To learn how Arkose Labs can help your business stop advanced bot attacks with no impact to your user experience, [click here](#).

## Respondent Breakdown

