



ANTI-BOTS AND TROLLS SHIELD BASED ON CROSS-PLATFORM INTERNET TRAFFIC ANALYSIS



Main goal:

Publishers face ever-increasing threats: content or price scraping bots that steal content, methodical scans for any site vulnerabilities, brute-force attacks for logins or commerce. Automated Trolls and Bot attacks are problematic as both volume and sophistication of attacks continue to rise.

With **ABTSHIELD** Publishers can not only protect and nourish their traffic quality but provide service securing advertisers spending's from external frauds. **ABTSHIELD** was built in cooperation with publishers and in their best interest. EDGE NPD, a project owner of **ABTSHIELD** is a trusted partner to top tier publishers.

We believe that managing disinformation and bot traffic is a part of the commercial and social responsibility of publishers. It is important to us to constantly improve the user experience for readers by protecting them from the potentially negative influence of manipulation and disinformation.

ABTSHIELD lead partners

Why join?

For publishers, traffic of readers is a major asset and source of income. At the same time, over 70% of readers in Europe are afraid of the influence of disinformation mechanisms, which include bots and trolls (Eurostat, 2018). Readers are more likely to stay loyal to a medium that can effectively protect them against such mechanisms.

On the commercial side, offering advertisers access to high-quality traffic of live audience is the only possible way of maintaining and developing a business in the long term. According to our research, advertisers are willing to pay more for advertising traffic insured from bots and trolls.

Thanks to **ABTSHIELD**, publishers can propose the fairest conditions for conducting ad campaigns and increase their revenues.

- Added revenue on ad campaigns secured from bots and trolls
- Saving time and money on moderation
- Better control over connection sources and traffic history
- 100% confidentiality and privacy of information on traffic quality
- Advising on procedures for counteracting bots and trolls
- Publisher's recommendation by ABTSHIELD to advertisers (medium recommended by ABTSHIELD)
- Improving the quality of social features on medium (forums, comments, talk-backs)
- Easy sharing statistics of campaign efficiency with advertiser verified by ABTSHIELD
- Improved editorial management: verification of real user interests with specific content, unbiased by bots and trolls.
- Savings on the infrastructure and resources needed to handle and store useless traffic data.
- Increased commercialisation of data. Better data, better recommendation models regarding content served and ads.

Why ABTShield is the best solution?

ABTSHIELD learns patterns and tracks bots and trolls behaviour on the basis of analysis of a high volume of internet traffic.

ABTSHIELD uses advanced and scalable device tracking methodology. The technology is based on a unique method for the identification and tagging of incoming internet traffic through analysis of the deep layers of TCP/IP stack. Various activities of individual users' "machines" (computers, laptops, smartphones) operating on websites are being integrated into one central "instance"/service.

ABTSHIELD identifies bot or troll-infected users' devices regardless of the hardware and regardless of the operating system.

ABTSHIELD is a lightning-fast AI-based firewall. Connection sources tied to organised disinformation attacks show characteristics different from the behaviour of an average user. AI models and optimised heuristics then score in order to block or alert the session as desired. **ABTSHIELD** returns data in a fraction of a second, which makes it possible to take proper action.

ABTSHIELD API allows for building your own decision models based on the **ABTSHIELD** mechanism.

ABTSHIELD provides reporting for analysed traffic and threats via a web-based tool. Attacks may easily be filtered for view by time and risk score. They can be further grouped by country, IP, user, and customer-defined parameters.

ABTSHIELD is designed for high scalability and frictionless integration. Integration involves placing an HTML tag referring to the **ABTSHIELD** system and handling the data it returns.

ABTSHIELD has a neutral impact on the user experience. The system is provided as a service discrete from a customer's own delivery infrastructure and therefore doesn't affect site performance. It is fully compatible with CDNs and cloud services at any scale, as well as customer-managed equipment.

Project partners:



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