

Bot Prevention for Online Marketplaces and Classifieds Businesses

Eliminate Competitive Scraping of Ads, Fake Listings, and Spam Leads

- ✓ Highest Accuracy
- ✓ Fast and Flexible Deployment
- ✓ Filter Bots from Analytics Dashboards
- ✓ Feed Fake Data or Take Custom Actions against Bot Signatures



Leader in The Forrester New Wave™: Bot Management Report, Q3 2018.

"Together with ShieldSquare, we made our website a much safer environment for our users and their data, further branding Njuskalo.hr as a place to go for buying and selling online."

- Boris Nađ, Technical Operations Manager, Njuskalo, Croatia's #1 Marketplace

Online marketplaces are vulnerable to automated attacks from competitors and fraudsters. Attackers target online marketplaces to scrape listings and pricing information. They deploy sophisticated bots to programmatically fill lead generation forms and illegally obtain advertisers' contact details. Competitors leverage such tactics to post ads on their own portal without advertisers' consent. Attackers also use bots to make spam listings. Automated activities on classifieds portals degrade website performance and also skew web analytics.

ShieldSquare protects over 80,000 internet properties of global online brands from 70 countries. We use a combination of technologies to accurately distinguish bots from human users. Few of these technologies include user behavior analysis, device fingerprinting, browser fingerprinting, Intent-based Deep Behavior Analysis (IDBA), and machine learning. We also provide classifieds portals with comprehensive analytics detailing most targeted web pages and categories.

SYMPTOMS OF BOT ATTACK ON ONLINE MARKETPLACES



Increased complaints from advertisers regarding fake leads



Unusual activity on selected resources (e.g., unexpected surge in traffic on a particular category page)



Complaints from advertisers that their listings are posted on other sites without their consent



Duplicate listings in search engine results



Increased number of fake listings



Reduced website performance and service degradation



Unexpected changes in web analytics

IMPACT OF BOTS ON ONLINE MARKETPLACES



Scraping of Listings, Price, and Product Information

Competitors illegally scrape unique ad listings, and pricing information to gain a competitive advantage



Application DDoS

Attackers deploy thousands of bots to exhaust web servers, 3rd party APIs, inventory database, and other critical resources



Fake Listings

Competitors deploy bots to add fake listings on classifieds portals



Skewed Analytics

The presence of automated traffic on your classifieds portal skews web analytics and impedes decision making



Spam Leads

Spammers deploy bots to programmatically fill lead generation forms and illegally obtain advertisers' contact details

[Learn How ShieldSquare Bot Mitigation Solution Protects Online Marketplaces](#)

OWASP Threats Stopped by ShieldSquare

- OAT 011 - Scraping
- OAT 015 - Denial of Service
- OAT 016 - Skewing
- OAT 017 - Spamming

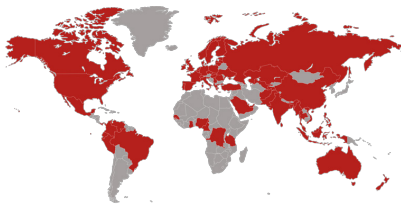
INTEGRATION OPTIONS

-  Web Server Plugins
-  Cloud Connectors
-  JavaScript Tag
-  Virtual Appliance

[Sign Up](#) for a free, fully functional 15-day trial

Want to see ShieldSquare in action? [See demo](#)

Call us at +1-646-770-2947
Email us at sales@shieldsquare.com



Protecting more than 80,000 Internet properties across 70+ countries

WHY SHIELDSQUARE

The continuous scraping attacks cause many harms to a classifieds portal including loss of exclusivity of listings, and impaired product and marketing decision making due to noise in analytics. Such attacks also damage brand reputation due to scraping of advertisers' details. ShieldSquare applies a non-intrusive API based approach to filter bots that attempt to intrude into your classifieds portal. We perform intent analysis at the higher level of abstraction of intent to filter sophisticated automated activities before they attack your web applications, mobile apps, and APIs. ShieldSquare can be seamlessly integrated into existing infrastructure in minutes. We offer easy integration using web server plugins, cloud connectors, JS tag, and virtual appliance.

KEY BENEFITS



Ensure exclusivity of your classified ads again



Eliminate spam leads



Restore advertisers' confidence by securing their contact details from scrapers



Strengthen product and marketing decision making with accurate analytics

SUCCESS STORY



Njuskalo, Croatia's largest and most popular marketplace, connects hundreds of thousands of buyers and sellers every day. The platform enables trading between individuals as well as businesses. Njuskalo is the 3rd most visited website in Croatia. The site's popularity makes it a prime target for competitors, aggregators, and fraudsters.

[Read How ShieldSquare Helped Njuskalo Eliminate Content Scraping and Spam Leads](#)

TRUSTED BY



ABOUT RADWARE

Radware® (NASDAQ: RDWR), a leading provider of cyber security and application delivery solutions, [acquired ShieldSquare](#) in March 2019.

Radware® (NASDAQ: RDWR) is a global leader of [cybersecurity](#) and [application delivery](#) solutions for physical, cloud and software-defined data centers. Its award-winning solutions portfolio secures the digital experience by providing infrastructure, application and corporate IT protection and availability services to enterprises globally. Radware's solutions empower more than 12,500 enterprise and carrier customers worldwide to adapt quickly to market challenges, maintain business continuity and achieve maximum productivity while keeping costs down. For more information, please visit www.radware.com

Radware encourages you to join our community and follow us on: [Radware Blog](#), [LinkedIn](#), [Facebook](#), [Twitter](#), [SlideShare](#), [YouTube](#), [Radware Connect](#) app for iPhone® and our security center DDoSWarriors.com that provides a comprehensive analysis of DDoS attack tools, trends and threats.

This document is provided for information purposes only. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law. Radware specifically disclaims any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. The technologies, functionalities, services or processes described herein are subject to change without notice.

© 2019 Radware Ltd. All rights reserved. The Radware products and solutions mentioned in this document are protected by trademarks, patents and pending patent applications of Radware in the U.S. and other countries. For more details, please see: <https://www.radware.com/LegalNotice/>. All other trademarks and names are property of their respective owners.