

# Careful analysis of leading consumer durable brand's website leads to quality traffic, remarkably efficient website and savings from bandwidth costs



## Objective

This leading consumer durable brand wanted to detect the instances of bot traffic on the website and how we could control the instances since it may lead to excessive bandwidth consumption among other indirect costs.

## Approach

API integration with the website helped us to monitor real time traffic on the website which were segregated as Good Bots, Bad Bots or Human Traffic. After analysing the instances it was observed that 30% of the traffic was coming from Bad Bots. SA made a concentrated effort to block the traffic completely and direct it to a no access page. This resulted in further optimization as follows:

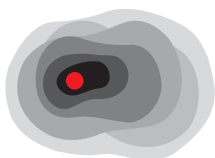
- Google analytics reflected 30% lesser traffic as opposed to earlier which was the correct representation
- Direct savings of 18% were observed in bandwidth costs as a result of reduced server load
- Indirect savings were seen with increased CTR on retargeting
- The website also reported a 14% lower bounce rate

## Still learning

- The residential bot blocker now sits on the client website and continues to monitor traffic and prevents bad bots from entering the system. The system is a continuous learning one and updates itself from newly discovered bots
- Website analytics is a cleaner environment which gives a true profile of the website visitors and further course correcting the marketing approach
- Happier agency and client teams which can now claim for a higher quality traffic with lesser bounce rates and more effective retargeting

Website traffic is a composition of Good Bots 18%, Bad Bots 22%, while 60% is genuine

Up to 50% of Web Traffic could be machine driven, never seen by humans



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