

“If you want to block bad bots on your website, I advise you not to waste your time anywhere else.”

SiteBlackBox's industry leading website security solution keeps malicious automated traffic away while protecting your content and your client base.

SimilarSites (<http://www.similarsites.com>) is the internet's authority on finding sites similar to a known site of interest. Users looking for information from new but similar sources simply enter the URL of the known site, and SimilarSites introduces them to additional sites for purposes of comparison or competitive analysis.



Or Offer, SimilarSites' CEO and founder, said: *“We developed the site to provide our clients with multiple options when working, shopping, or just looking for information. Using the unique algorithms built into our similarity engines, we have been able to compile a similarity database of astounding proportions. SimilarSites is extremely popular – we've been visited by **tens of millions of users** to date, allowing us to earn excellent revenues from advertising.”*

“We soon discovered that our site was being visited by bots that were stealing our data and publishing it on their own sites. Tens of thousands of visits occurred daily, scraping content and slowing our servers' response time. We tried a number of anti-scraping services that promised to solve the problem, but they were totally ineffective. Meanwhile, the scrapers were bleeding us to death.”

Bots steal your revenues and threaten your business

Bots operate by imitating the activity of human users, methodically accessing and collecting data from web sites. This systematic approach enables bots to copy the largest databases, at will.

Bots can duplicate your data, submit them to search engines, and even replace your site on the search engine's organic ranking list. **They can walk off with your business!**

The Solution - BotBlackBox

BotBlackBox is a powerful, innovative solution that protects web sites from the abusive activities of bots. BotBlackBox monitors your site's user traffic and discerns, in real-time, users from abusers, and humans from bots.

BotBlackBox is a Software-as-a-Service (SaaS) designed to protect your valuable online assets by neutralizing traffic from hostile sources, while ensuring the highest quality-of-experience to legitimate users.

Unlike many other anti-bot offerings, BotBlackBox is designed to deter the most sophisticated bot attacks. As bots take steps to pass or to bypass a challenge – for example, by utilizing captcha farms, creating new sessions, or changing IP addresses – they become more easily distinguished from real users, and can be immediately sanctioned by the web site.

BotBlackBox offers traffic analysis and performance seen until now only on hardware-based, in-line appliances. Its cloud-based heuristic engine and knowledge base continuously map internet threats without causing user annoyance or performance hits.

BotBlackBox Benefits

When you deploy BotBlackBox, you are assured that your on-line assets remain in your control. Web site owners have reported a **3-5 percent revenue increase** following BotBlackBox deployment, increasing profitability and achieving return-on-investment within months.

BotBlackBox was deployed at the SimilarSite in February 2012. Or Offer was very impressed with the results:

“BotBlackBox put an end to scraping on our site, period. SiteBlackBox is the company that understands advanced web automation technologies – and how to block them accurately.”



Summary of Benefits

- Protect site-generated revenues. Your business remains yours.
- Monetize your intellectual property as would-be scrapers buy your data
- Friendly to legitimate users, they experience no disruptions
- Protects your on-line users from bot-initiated spamming
- DoS/DDoS protection ensures optimal performance for genuine users
- Save on server resource costs as you eliminate malicious automated traffic

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