

SiteBlackBox stopped scraping, spamming, and fraud at eBay Classified.

SiteBlackBox's breakthrough website security solution protects your brand and reputation while eliminating threats to your on-line business.

eBay Classified (<http://www.ebayclassifieds.com/>), a subsidiary of eBay, is a **worldwide classified ad site**, with a local presence in over 30 countries.

eBay Classified sites, with their massive databases, are a prime target for automated abuse. **Bots** are responsible for a large percentage of eBay's traffic, consuming network and system resources while scraping on-line content, spamming users, and engaging in fraudulent activity.

As a result, eBay noted a drop in its customer loyalty metrics. Looking for a way to mitigate abusive traffic, the Northern Europe eBay Classifieds Group turned to SiteBlackBox for a solution, and deployed BotBlackBox in its Danish site, Bilbasen (<http://www.bilbasen.dk>).



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.

Following deployment at eBay Classified's Bilbasen site in Denmark, SiteBlackBox received the following feedback from eBay Classified's CTO for Northern Europe, Brent McLean:

"Awesome!! The implementation of BotBlackBox at the Bilbasen site succeeded beyond our expectations. I've instructed my team to expedite integration of BotBlackBox at all of the sites that we manage."

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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