

Bot filtering

Bots are computer programs that can perform human tasks autonomously, such as visiting a webpage. This results in invalid traffic to your website, since these tasks are not performed by humans. Adhese implements bot filtering to prevent invalid bot impressions from being counted.

Bot filtering automatically excludes impressions from bots. Adhese logs requests from detected bots, but their impressions are not included in Adhese's reporting tools.

Bots are detected by their IP addresses. Clients can choose to implement their own list of invalid IP addresses, or they can use a list that has been defined by the IAB. Adhese can also add invalid IP addresses when a new bot is identified.

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