

Bot filtering

Bots are computer programs or robots that can perform human tasks autonomously, such as visiting a web page. This results in invalid traffic to your website as these tasks are not performed by a human. Adhese implements bot filtering for its clients to prevent the counting of invalid bot impressions.

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

A bot is detected by its IP address. Clients can choose to implement their own list of invalid IP addresses or use an existing list defined by the IAB. Adhese can also add invalid IP addresses when a new bot is identified.

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