1. Effectiveness

Some vendors claim to detect 99.9% of all bots — that's when you know they're big on marketing. If you think about it for even a second, it falls apart. *How can a vendor claim to detect 99.9% of all bots without detecting with certainty 100%?* And if you knew with certainty what 100% of the bot population was, why would you only detect 99.9%?

Every solution can detect bots — the question is how many. Because bots are always changing, it's impossible to objectively measure effectiveness. But you can measure the sophistication of the bots you are detecting. Arm yourself with an understanding of the bot landscape and knowledge of bot detection technologies, and how they compare. Make sure that whatever solution you're looking at can detect the most sophisticated bots you're likely to see.

Considerations:

• Understand which bot detection technologies the solution employs — and how sophisticated they are — to know what to expect at a high level.

• Not all implementations of a technology are the same. Compare similarly marketed solutions to see how well they work in your environment.

• Think like an attacker — are there attack tools available today that get around a solution's detections? That might not be good enough.

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