



Live-Time Bot Defense: How Celebrus Blocked 5,000+ Fraudulent Quotes

USE CASE: FRAUD PREVENTION | INDUSTRY: INSURANCE



CHALLENGES

A European insurer discovered a pressing challenge: combating competitor espionage in the form of bot-driven fraud. The insurer identified abnormal spikes in online quote activity, with thousands of extra quotes being generated at specific times. Investigating further, they uncovered that a competitor was leveraging a bot to exploit their online quoting system, stealing pricing information to gain an unfair advantage.

This competitor bot fraud posed a significant threat to the insurer's proprietary data and bottom line, highlighting the need for a robust solution capable of detecting and blocking fraudulent activity in live time.

SOLUTION

The insurer turned to Celebrus, already a trusted partner for their marketing data capture and activation needs, to address this new challenge. Deploying Celebrus, they leveraged the platform's ability to capture individual-level quote data, including IP addresses, browser details, and form inputs. This detailed insight enabled the insurer to pinpoint anomalies in quote requests.

Using Celebrus' data analysis capabilities, they identified a single IP address generating thousands of quotes in a single day. Further investigation revealed the IP address belonged to a competitor attempting to steal pricing data through automated bots.

Celebrus empowered the insurer to take immediate action. By configuring rules within the platform, the insurer was able to:

- Block the competitor's IP address in live time, preventing further data theft.
- Implement countermeasures to provide false pricing information, effectively confusing the competitor and protecting proprietary data.

RESULTS

By leveraging Celebrus, the insurer successfully mitigated competitor espionage and fortified their fraud prevention measures. Celebrus delivered actionable insights and true live-time capabilities, resulting in measurable outcomes:

- **5,000+ quotes** identified as originating from the competitor's bot.
- **Thousands** of bot-driven quote sessions blocked in a single day.
- Enhanced fraud prevention strategies, safeguarding the insurer's data and brand reputation.

