

# Digital Espionage Bot Attack

## ONLINE AUTO INSURER

How NeuroID detected thousands of automated users (bots) attempting to discover auto insurance pricing for competitive intel.



 slow & steady attack

 proactive detection

 loss saving prevention

### The Industry

The online auto insurance industry is extremely competitive. With most major carriers offering fast, easy, same-day service through their online application process, price can be one of the biggest and most important differentiators to their customers. Sometimes vendors resort to using automated bots to better understand rates between carriers. Left undetected, these bots can cost carriers hundreds of thousands in quoting cost alone and reveal critical pricing models.

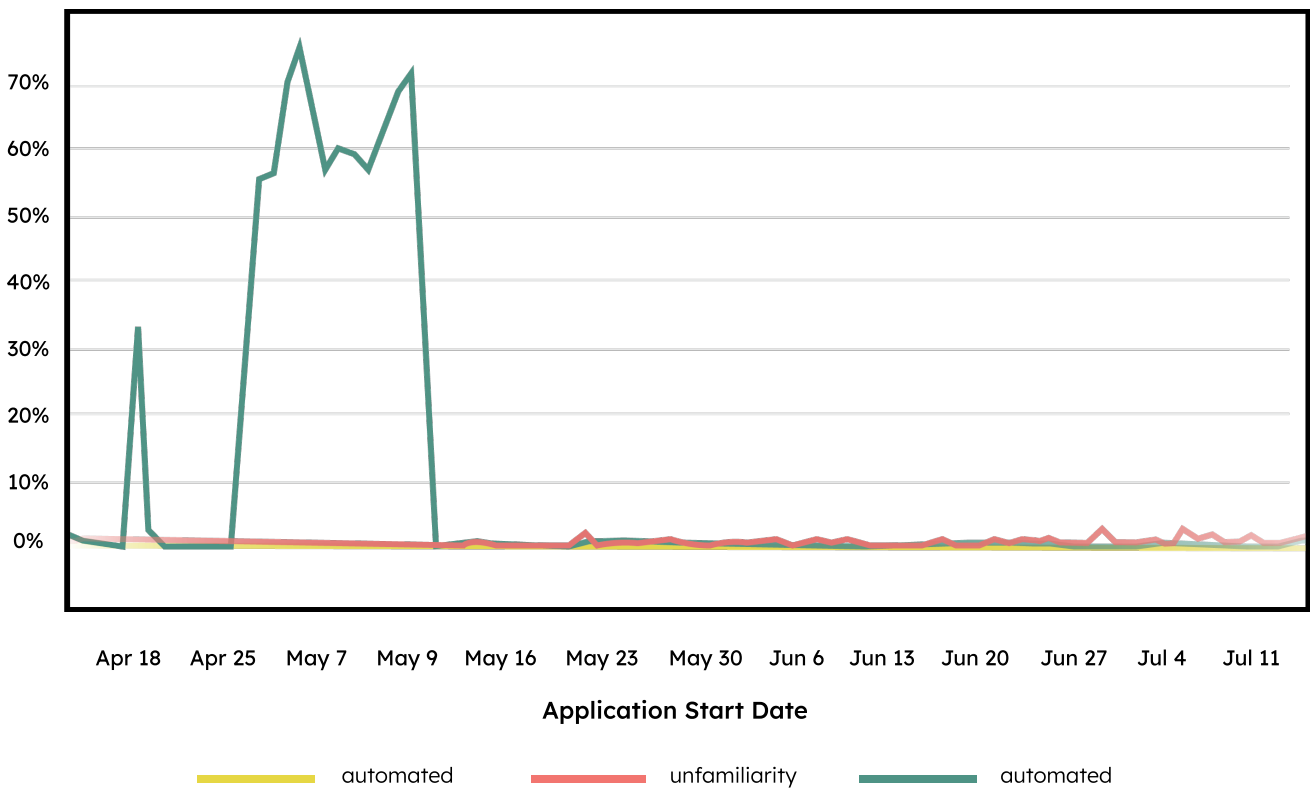
### The Attack

Over a two-week period, a sophisticated bot was deployed. Designed to infiltrate the normal application flow and never complete a purchase, this bot was gathering rate information for purposes of comparison and competitive intelligence.

### The Impact

During this time, several thousand bot interactions were attempted. Besides the exposure of highly sensitive rate information, this single bot attack could have cost the carrier hundreds of thousands of dollars in quoting costs.

Risky Signals



**“This type of “digital espionage” is not all that uncommon. These bots try to respond more like real people. Using behavior at the crowd and session level **allows us to inform a customer even before the first rate call** saving them all the costs associated with a quote.”**