# Request for Information: Bot and Online Fraud Mitigation Solution

*This template is intended to help your organization get the initial key information required to make an informed buying decision. Feel free to make it your own by adding or removing sections depending on the needs of your organization.*

Recommendations

Bot and online fraud mitigation solutions protect the entire digital customer journey. This can be summarized into four stages:

* Awareness: Educating your buyers via advertising
* Acquisition: When your target buyer engages with your digital platform (clicking on an ad interacting with your website/web application
* Verification: Target buyer trial tests your solution, creates an account, etc.
* Transaction: Target buyer becomes a customer by using your application or goods

It’s imperative that any bot and online fraud mitigation solution provides monitoring across the entire digital customer journey to provide mitigation against bot attacks, ad abuse and online account fraud with a single platform that is capable of providing protection against all of the challenges outlined in the *Current Challenges* section of this document.

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RFI Template

Dear (Solution Vendor),

This form outlines the challenges and requirements of (My Organization) regarding bot attacks and online fraud mitigation. Please contact me by (insert date) to discuss your proposed solution.

## Contact Details

| Company Name: | Primary Contact: |
| --- | --- |
| Email: | Telephone: |
| Preferred Contact Method: | |

## Current Challenges

*Choose which online fraud mitigation challenges you want to solve.*

| **Account Takeover**   * Credential Stuffing * Brute Forcing * Phishing * Data Theft * Credit Card Abuse * Impersonation | **Account Fraud**   * Fake Accounts * Subscription Abuse * Content Manipulation * Impersonation * Credit Card Validation | **Transaction Abuse**   * Checkout Abuse * Scalping * Carding * Inventory Manipulation |
| --- | --- | --- |
| **Scraping**   * Public Content Scraping * PII Theft * Restricted Content Scraping | **Compliance & Supply Chain**   * Client-side Code Vulnerabilities * Supply Chain Risk * Compliance Risk | **Journey Hijacking**   * Conversion Intrusion * Coupon Abuse * Affiliate Injection |
| **Data Contamination**   * Fake Form-fills * Skewed Analytics * Remarketing Optimization | **Programmatic Ad Fraud**   * Pre-bid Mitigation * Post-bid Detection * CTV Fraud * Policy Management | **Malvertising**   * Malicious Ads * Ad Quality * Cloaking |
| *Please add additional details here:* | | |

## Existing Roadblocks

*Highlight any issues with your current implementation (if applicable).*

| Lack of visibility into bots | Lack of visibility into online accounts | Poor threat response (e.g., not automated, require vendor to configure, false positives) |
| --- | --- | --- |
| Unresponsive support | Problems maintaining a solution (e.g., manual configuration, lack of guidance) | Poor management (e.g., multiple consoles, reliability and depth of threat and attack information) |
| Policy flexibility (e.g. increase protection on sensitive pages only) | Limited reporting | Performance impact |
| *Please add additional details here:* | | |

## Deployment Requirements

*Outline your organization’s deployment needs (e.g., Integration with a CDN, Splunk, Okta)*

| *Please add deployment details:* |
| --- |

## Success Criteria

*What are your key performance indicators for a successful project (e.g., Reduction in scraping, reduction in chargebacks, reduction in fraud costs from compromised accounts, reduced performance impact, a specific integration)?*

| *Please add success criteria:* |
| --- |

## Additional Information

*Add any further information you wish to share/request at this stage (e.g., budget estimations, timeframe for the project, regulatory requirements).*

| *Please add additional information:* |
| --- |

Vendor Response - Current Challenge

*Please provide a detailed response to how your solution addresses each of the current challenges identified.*

| Current Challenge | Vendor Solution Response |
| --- | --- |
| Challenge A |  |
| Challenge B |  |

Vendor Response - Existing Roadblocks

*Please provide a detailed response to how your solution addresses each of the existing roadblocks identified.*

| Existing Roadblocks | Vendor Solution Response |
| --- | --- |
| Challenge A |  |
| Challenge B |  |