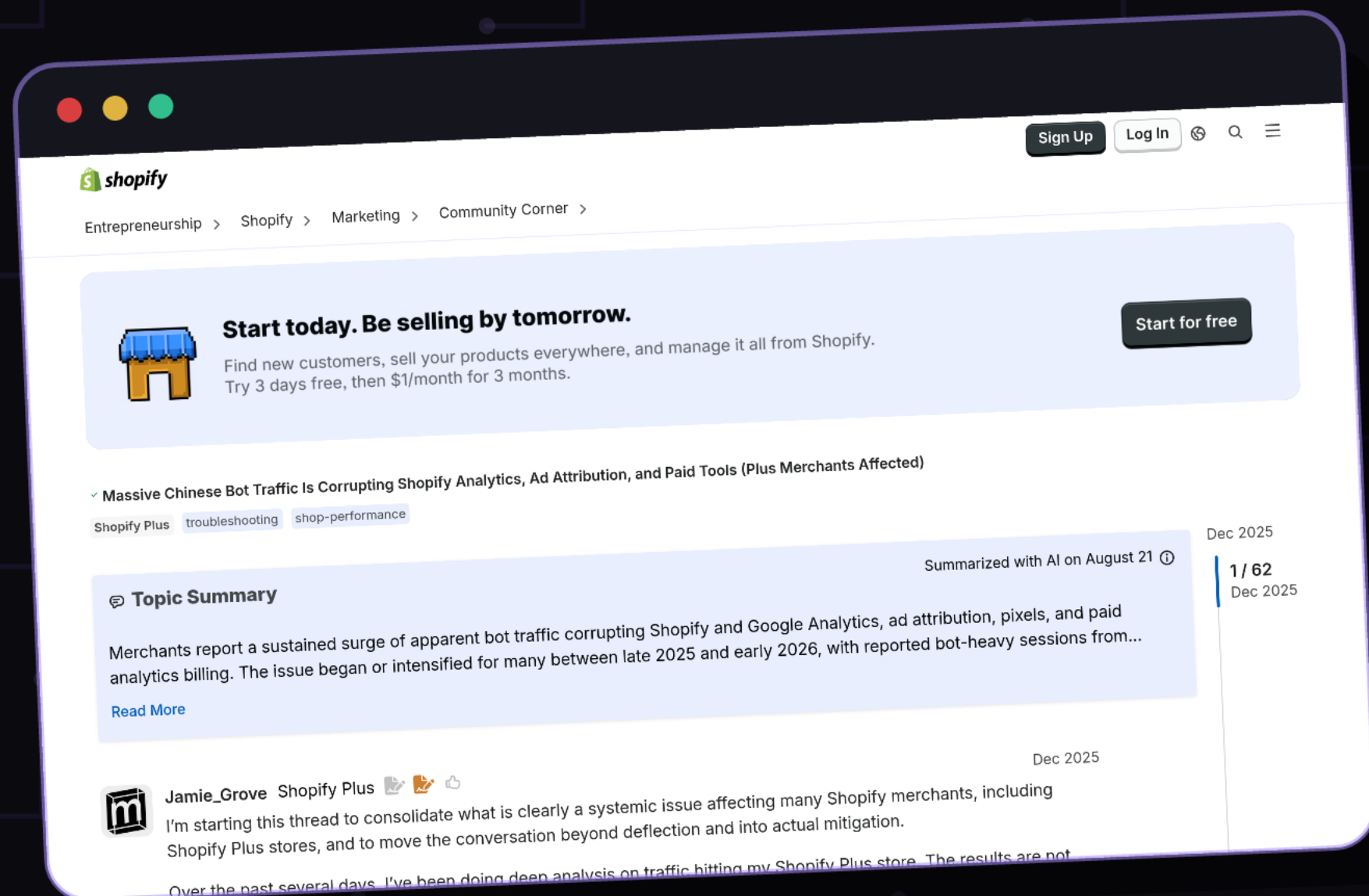




YOUR ANALYTICS HAVE A BOT PROBLEM

62-merchant thread, no platform fix yet



Swipe →

WHAT GETS CORRUPTED



ATC RATE INFLATED



META PIXEL AUDIENCES



**LOOKALIKE TRAINING
DATA**



YOUR REAL CVR

Swipe →

THE BOT-TO-ALGORITHM FEEDBACK LOOP

1

Bot visits store

renders JS, fires ATC event

2

Pixel captures it

recorded as real purchase intent

3

Meta trains on it

lookalike audience built on bots

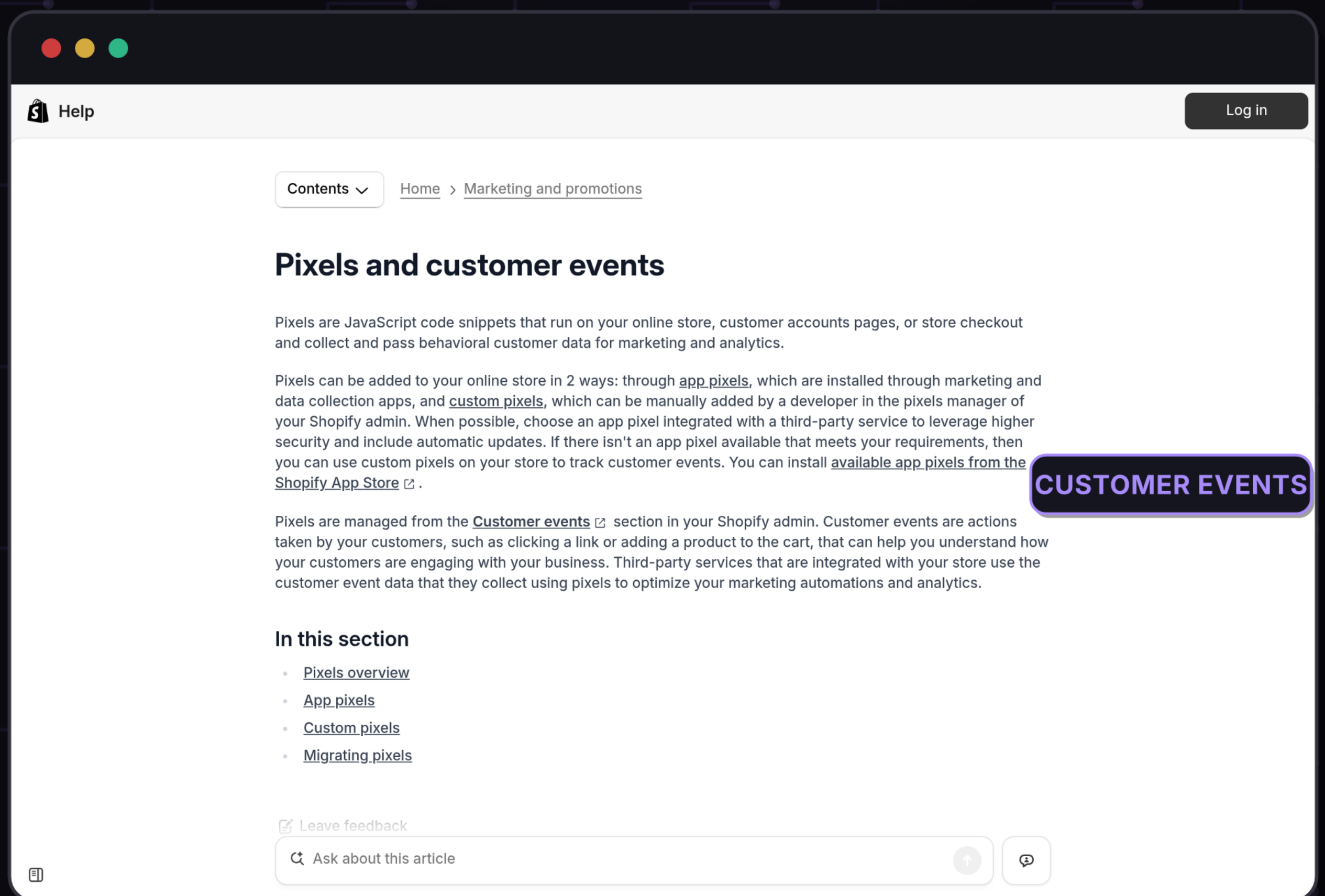
4

CPAs rise

you spend more, loop repeats

Swipe →

WHERE THE FIX LIVES



Settings > Customer events is where your Shopify pixels live

Swipe →

HOW TO SPOT IT



**ATC RATE FAR ABOVE
CVR**



**SESSIONS FROM WRONG
COUNTRIES**



**EVENT MATCH QUALITY
DROPS**



**JOHN DOE CUSTOMER
ACCOUNTS**

Swipe →

TWO FIXES THAT WORK



**CLOUDFLARE BOT FIGHT
MODE**



FREE, ONE TOGGLE



**CONVERSIONS API
SERVER-SIDE**



BOTS CAN'T TRIGGER IT

Swipe →

THE FIX

**CLOUDFLARE BOT FIGHT MODE
IS FREE AND STOPS MOST
BOTS BEFORE THEY FIRE ANY
EVENTS ON YOUR STORE.**

**THEN SET UP CONVERSIONS
API AT SETTINGS >
CUSTOMER EVENTS.
SERVER-SIDE SIGNALS CAN'T
BE FAKED BY A BOT
BROWSER.**

Swipe →

WANT THE **BOT** AUDIT CHECKLIST?

COMMENT BOTCLEAN

I send it over. No forms, no spam.



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