
MARKET FACTS!

MARKET FACT #6

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48%

**of online traffic is made of humans
while the rest is just robots**

COMMENT: Complementary facts: **around 23%** of the remaining robot traffic comes from good bots such as crawlers from search engines and bots used by professional web tools for monitoring or data extraction purposes, while **the rest (29%)**, is from bad robots like impersonators, scrapers, spammers and hackers tools. PS: This latest survey was based on an [analysis of nearly 17 billion website visits from across 100,000 domains](#). A quick example on how impersonators can work in practice: on Twitter, bots are being used to spread information on the French presidential campaign [with 5% of the accounts tweeting a related hashtag making 40% of that hashtag's tweets](#). That's one example. Other bot impersonators may pretend to be using a certain browser with a faked header and everything to deceive your Google Analytics filters for a shady purpose. Others, may use social accounts to like posts and follow accounts automatically to [inflate the following of the likes such as celebrities, TV stars, professional athletes, actors etc.](#) Just on Facebook alone, there are

around 60 MILLION fake automated accounts already. Just know this: human traffic is the minority now.

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