

Case studies and reviews

How Killbot protects advertising spend, website data
and lead quality

13 real examples with original customer evidence

killbot-group.com

Killbot stops bots before your website loads

Every visit is analysed using browser, network and behavioural signals. Automated threats are blocked while genuine users continue without unnecessary friction.

99.8%

bots blocked in site data

01

Protect ad spend

Keep automated clicks and fake conversions out of campaigns.

02

Protect forms and data

Block spam submissions, scraping and automated abuse.

03

Improve traffic insight

See cleaner engagement and conversion data.

04

Keep the website available

Reduce application-layer load from automated traffic.

What changes after connecting Killbot

Results from real customer data and conversations. Each following page includes the original evidence and a clear English translation.

LEAD COST

almost 2x lower

QUALIFIED LEADS

2-3x more

AD BOTS

up to 4x fewer

SPAM ENQUIRIES

zero for 1+ year

CLICKS

+58% at similar spend

SEARCH

back on page one

SCRAPING

data protected

FRAUD

attack stopped

Killbot helps direct marketing spend toward genuine customers.

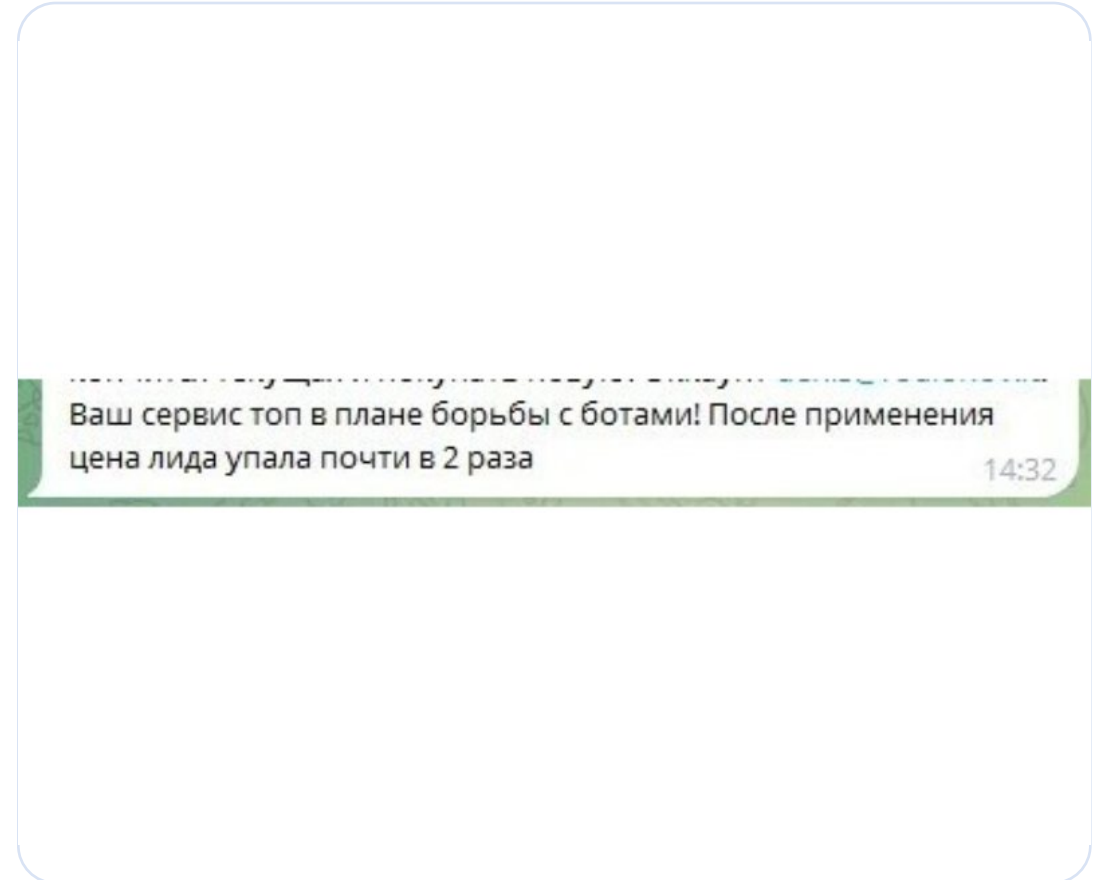
Lead cost almost halved

Advertising started producing cheaper leads

After bot filtering, the client reported that the cost of a qualified enquiry nearly halved.

ENGLISH TRANSLATION

"Your service is excellent at fighting bots. After setup, the cost per lead almost halved."



Original customer evidence in Russian - shown without alteration

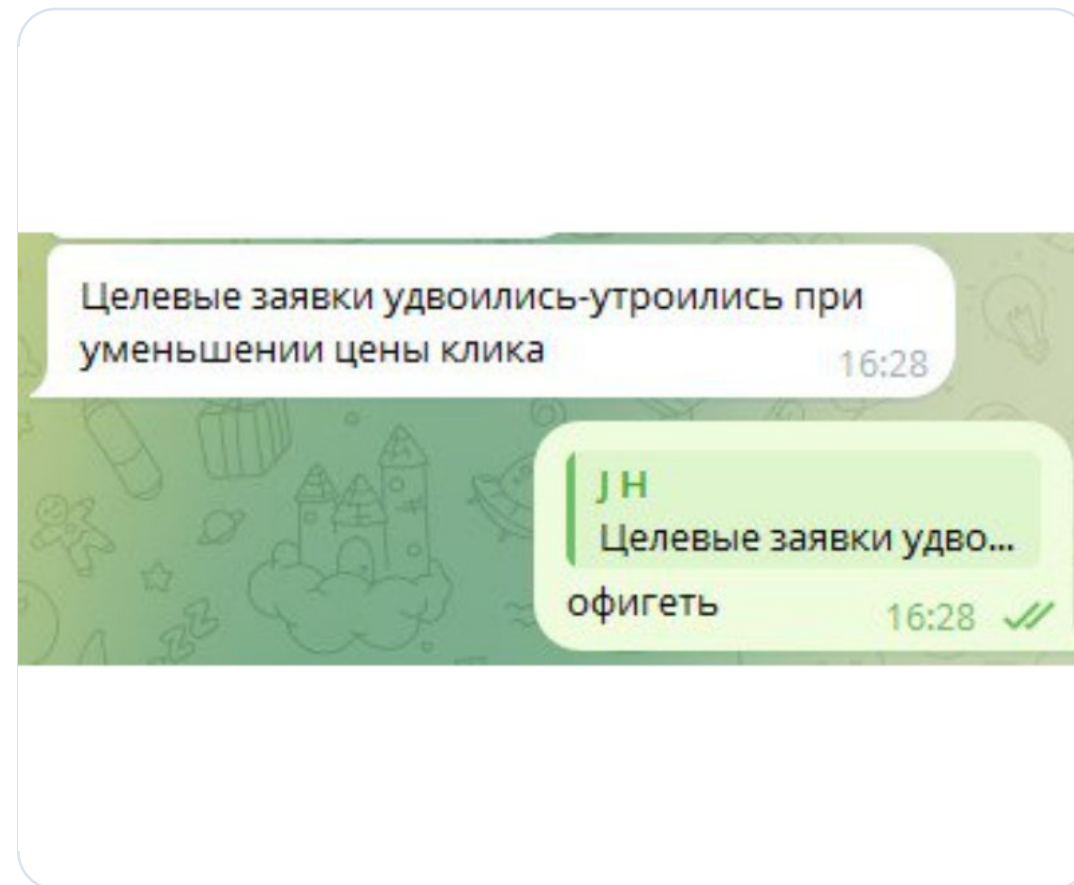
2-3x more qualified leads

Growth in qualified enquiries

Cleaning automated ad traffic helped the client receive more enquiries from genuine buyers.

ENGLISH TRANSLATION

"Qualified enquiries doubled or tripled while click cost decreased."



Original customer evidence in Russian - shown without alteration

2 real conversions in 2 hours

Real enquiries appeared after launch

Once protection and campaign learning were running, the client recorded two genuine conversions in the first two hours.

ENGLISH TRANSLATION

"Everything is working clearly. We received two real conversions within two hours."

The screenshot displays a dashboard with a table of campaign data and two chat messages. The table has columns for Name, Status, Budget and strategy, Location, Spend, Impressions, Clicks, Conversions, CPA, CPC, CTR, and Donations. The chat messages are in Russian and mention 'Dmitry' and 'learning'.

Имя	Статус	Бюджет и стратегия	Места	Расход, ₽	Показы	Клики	Конверсии	CPA, ₽	CPC, ₽	CTR, %	Донаты
Имя / Поиск	Идут показы	36 000,00 ₽ в неделю	Поиск	7 250,22	10 582	560	3	2 416,74	12,95	3,01	1 000,00
Имя / Реклама	Идут показы	2 000,00 ₽ в день	Поиск	4 141,85	405	140	0	0,00	29,50	30,11	0,00
Имя / Реклама	Идут показы	7 000,00 ₽ в неделю	РСЯ	1 579,01	11 777	312	1	1 579,01	5,06	2,65	0,00
Имя / Реклама	Идут показы	15 000,00 ₽ в неделю	РСЯ	1 529,37	6 340	108	2	764,68	14,16	1,70	1 000,00

16:16

Всё чётко, Дмитрий. Обучение идёт. И это крайне хорошо. 16:16

2 конверсии настоящих за 2 часа. 16:16

Original customer evidence in Russian - shown without alteration

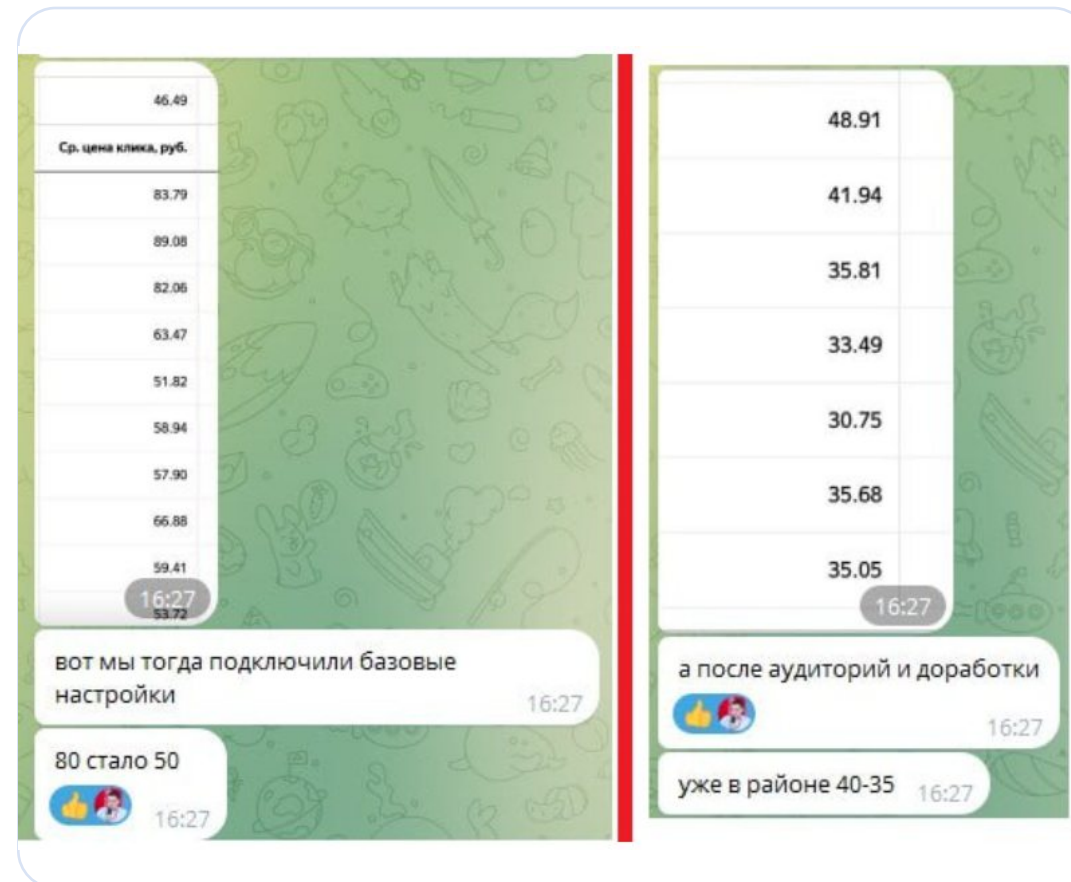
Average click cost fell sharply

More efficient advertising spend

The initial setup lowered click cost, and further audience refinement improved the result again.

ENGLISH TRANSLATION

"After refining the audience, the click cost was already around 35-40 rubles."



Original customer evidence in Russian - shown without alteration

Bot visits: about 80 to 20 per day

Advertising bots reduced fourfold

After the exclusion audience was connected, bot traffic fell while the advertising budget began spending more slowly.

ENGLISH TRANSLATION

"There used to be around 80 bots per day; now there are no more than 20."

April 3

Здравствуйте. Минусация аудитории работает - раньше было около 80 ботов за сутки, сейчас до 20. Но замотивированные кликеры очень сильно жизнь портят - просто заходят и по 4-6 заявок оставляют за раз. Ваш сервис как-то может помочь фильтровать таких пользователей? Пока я их только блокирую по юзерайди, но это, как мне кажется, мало помогает.

13:57

Original customer evidence in Russian - shown without alteration

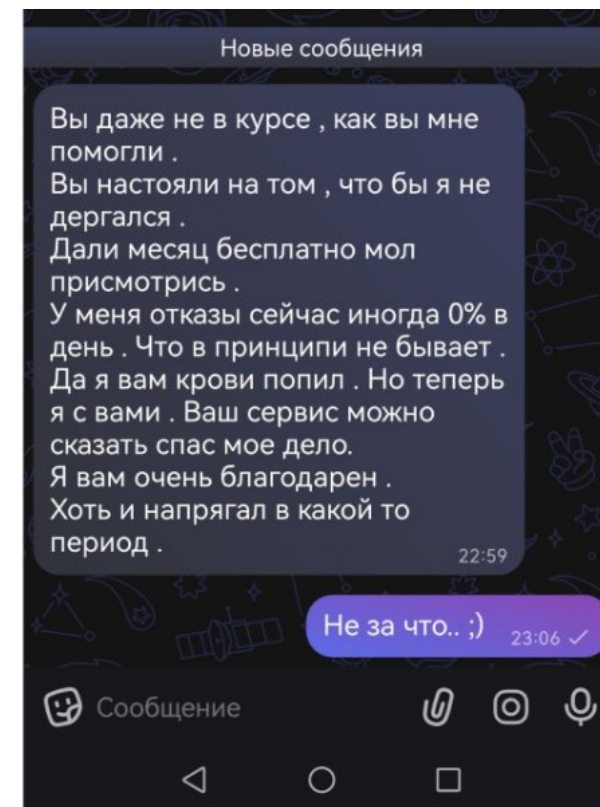
Bounce rate sometimes reached 0%

Traffic quality improved after setup

The client began with a free trial, saw the result and continued using the service.

ENGLISH TRANSLATION

"Your service practically saved my business."



Original customer evidence in Russian - shown without alteration

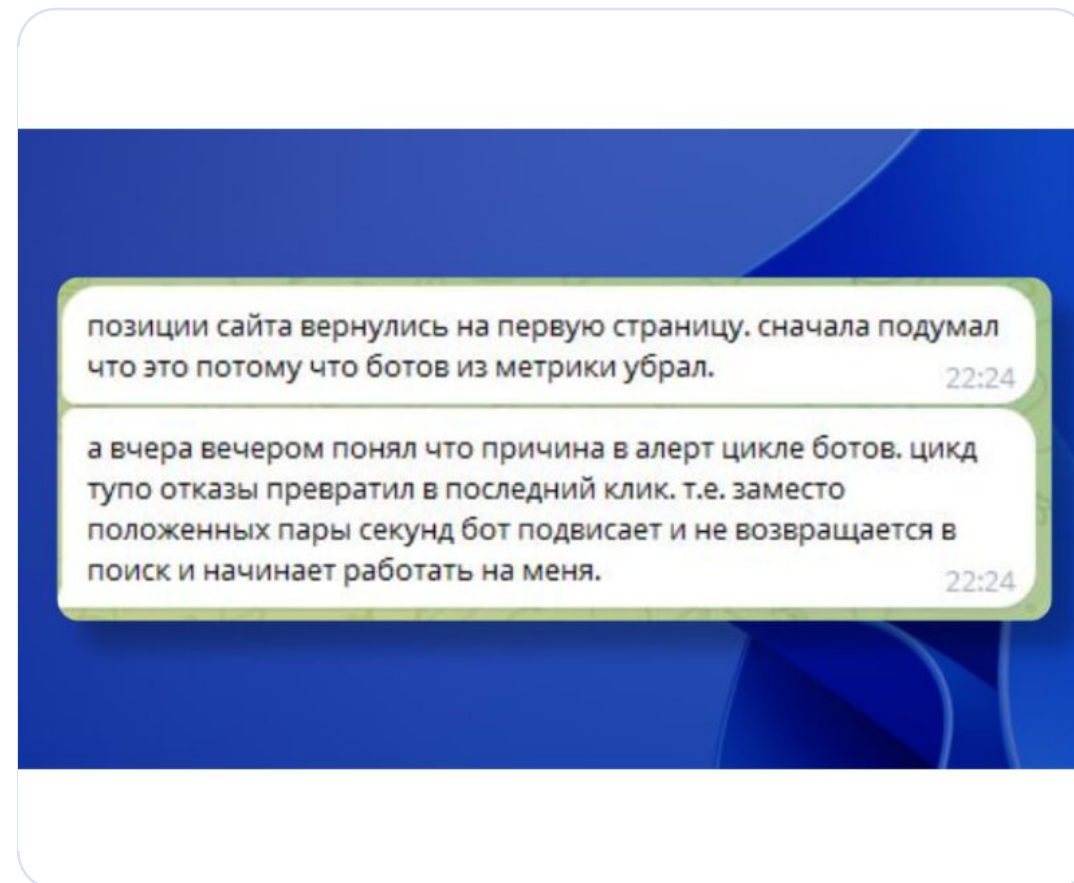
Search visibility returned

Website returned to page one

The client connected the improvement with the removal of bot cycling and short automated visits.

ENGLISH TRANSLATION

"The website returned to the first page of search results."



Original customer evidence in Russian - shown without alteration

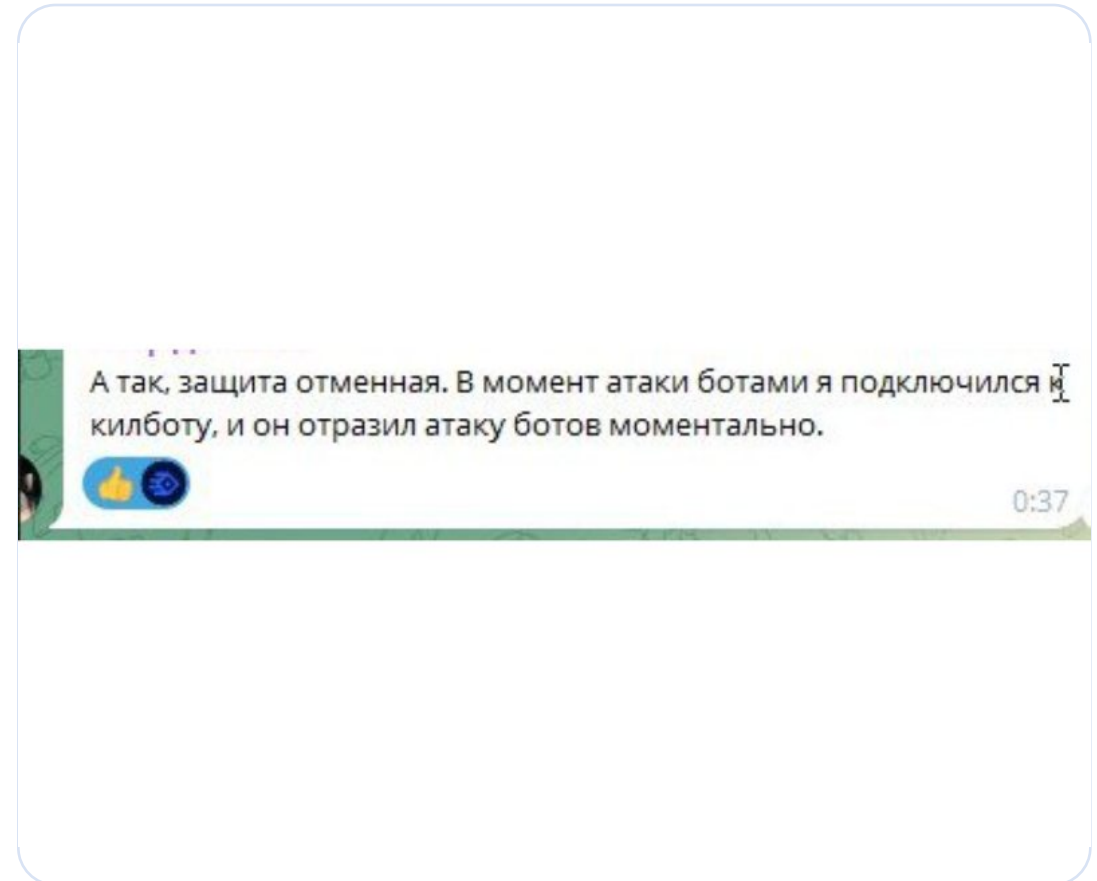
Attack stopped immediately

Protection during a bot attack

The client connected Killbot during an active attack and confirmed that the automated traffic stopped immediately.

ENGLISH TRANSLATION

"The protection works perfectly. Killbot stopped the bots immediately."



Original customer evidence in Russian - shown without alteration

58% more clicks at similar spend

More traffic without a larger budget

With spend remaining close to RUB 60,000, clicks increased from 716 to 1,129 and average CPC fell from RUB 83.79 to RUB 51.82.

ENGLISH TRANSLATION

"The campaign produced substantially more clicks without a proportional increase in spend."

Показы	Клики	CTR (%)	Расход всего, руб.	Ср. цена клика, руб.
71 289	716	1.00	59 994.58	83.79
72 959	714	0.98	63 600.00	89.08
68 664	775	1.13	63 600.00	82.06
87 799	1 002	1.14	63 600.00	63.47
97 871	1 129	1.15	58 499.37	51.82

Original customer evidence in Russian - shown without alteration

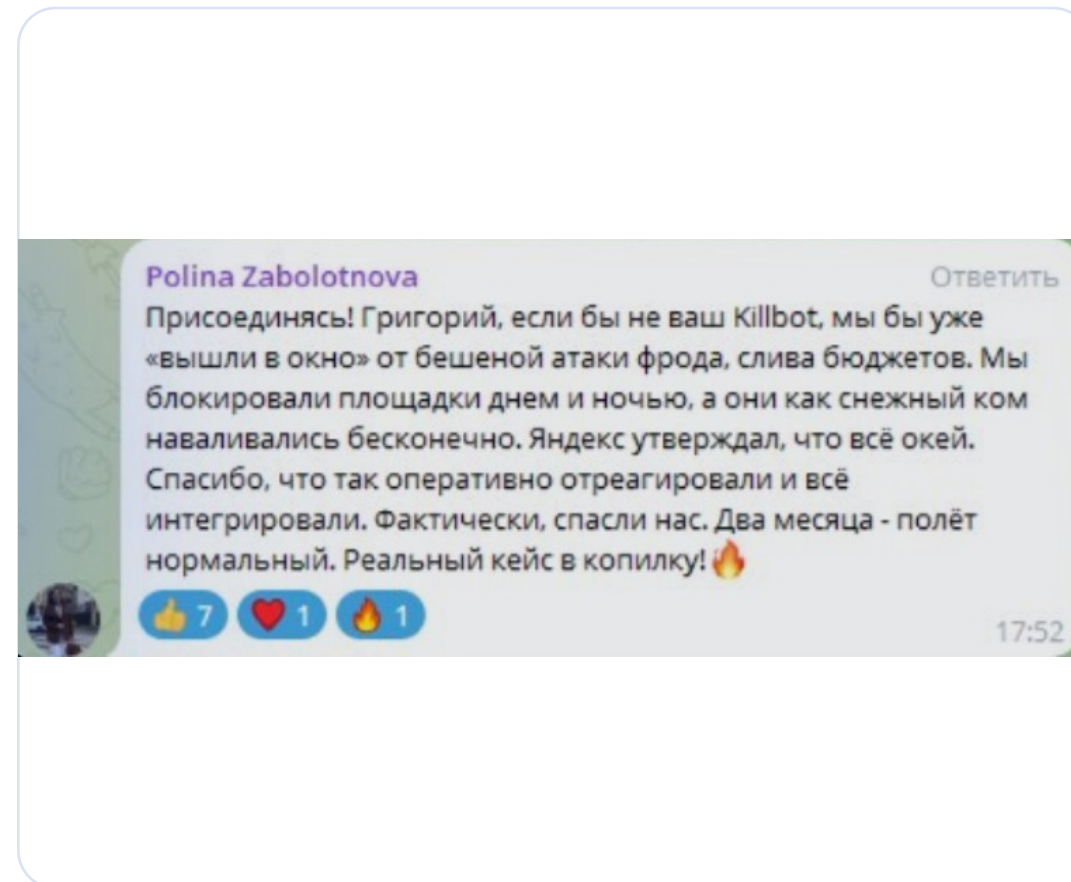
2 months of stable performance

Fraud attack stopped and budget protected

The fraud volume kept growing despite platform-level blocking. Killbot was integrated quickly and stopped the budget drain.

ENGLISH TRANSLATION

"Without Killbot, the relentless fraud attack and budget drain would have broken us. You effectively saved us."



Original customer evidence in Russian - shown without alteration

Scraping blocked

Website data protected from scrapers

The client independently tested the protection. An automated scraper could not retrieve the website metadata.

ENGLISH TRANSLATION

"I tried to scrape the metadata but could not retrieve it. It really works."

Я тестировал вашу защиту, пытался спарсить мета данные, но так и не удалось их получить.. Вы гений!

Очень круто на самом деле реализовали защиту.

Original customer evidence in Russian - shown without alteration

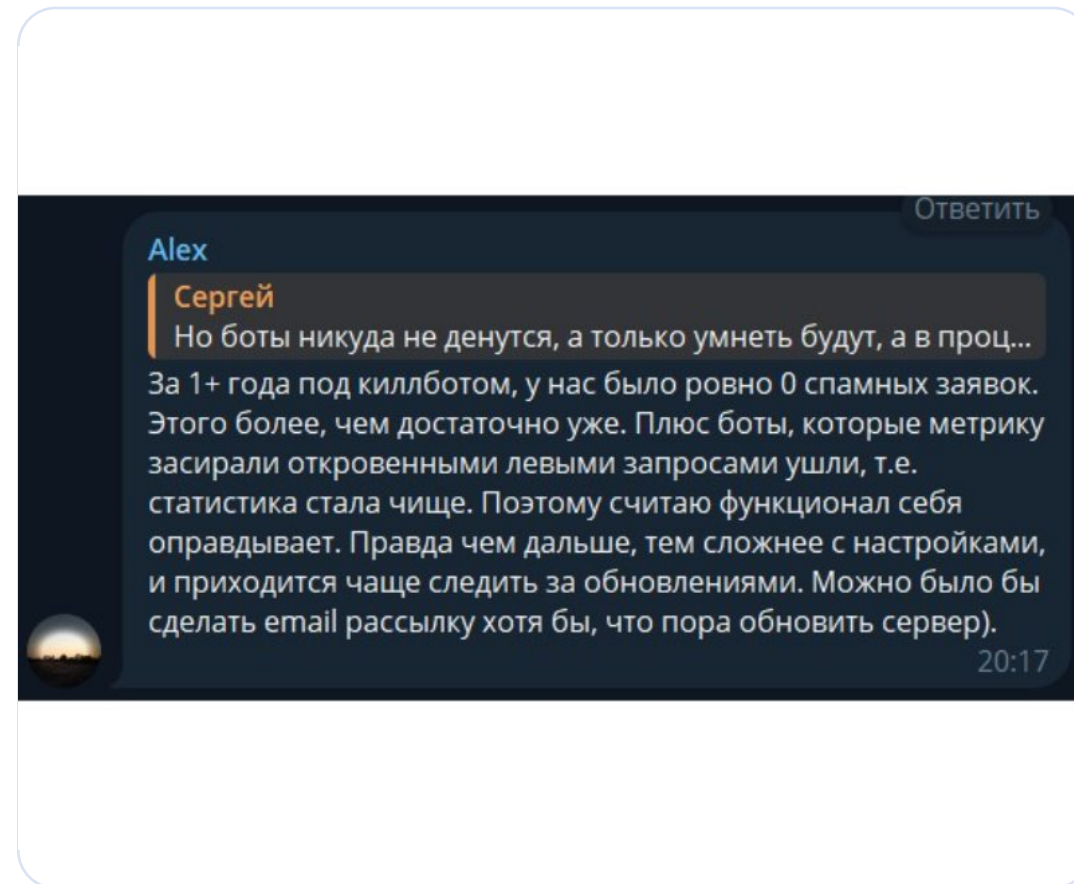
0 spam enquiries for more than a year

Cleaner enquiries and analytics

For more than a year, the client reported no spam enquiries and substantially less automated noise in analytics.

ENGLISH TRANSLATION

"In more than a year with Killbot, we have had exactly zero spam enquiries."



Original customer evidence in Russian - shown without alteration

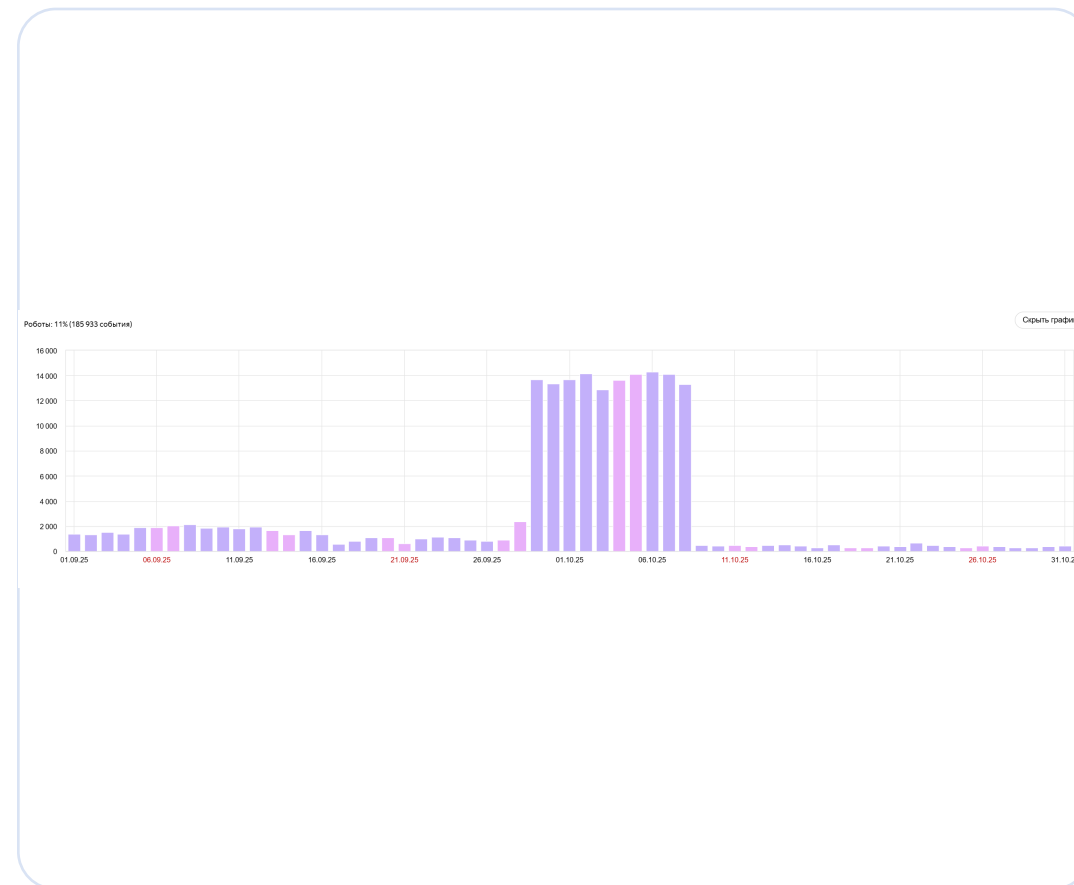
Bot-traffic spikes disappeared

Traffic quality and performance stabilised

After Killbot was connected, automated traffic returned to a normal level, page rendering stabilised and direct-visit bounce rate fell.

ENGLISH TRANSLATION

"Bot-activity peaks dropped from roughly 13-14 thousand to a few hundred events per day."



Original customer evidence in Russian - shown without alteration

See how much bot traffic is affecting your business

Start with a traffic audit and choose the protection mode that fits your website and advertising setup.

killbot-group.com

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