

# Fake Listings and Reviews

## *Protect your platform from fraudulent postings*

Are fake reviews hurting your business and damaging your reputation? A survey by BrightLocal highlights that 81% of consumers reported reading a fake review in 2024, and 97% of shoppers consider online reviews when making purchasing decisions. Fraudulent listings and reviews can mislead your customers, skew business ratings, and impact overall user satisfaction. Arkose Labs is here to change the game. Our Arkose Bot Manager platform goes beyond simple detection, deploying an intelligent, adaptive approach to strike at the very heart of fraudulent activity – crippling the financial incentives behind these malicious acts and restoring the integrity of your platform.

### Arkose Bot Manager for Fake Listings and Reviews

Arkose Bot Manager empowers your business to prevent fraudulent activities by bots on your online platforms, particularly in scenarios like posting fake feedback or creating faux marketplace listings. It integrates a dynamic risk engine and adaptive mitigation strategies to differentiate between legitimate and malicious users in real-time. By analyzing intelligence signals and applying hundreds of global rules, the platform accurately classifies risks and implements appropriate responses. Arkose Bot Manager's multi-layered detection and user-centric challenge-response mechanisms ensure that genuine customers enjoy seamless experiences, while suspicious activities are effectively neutralized before causing harm.

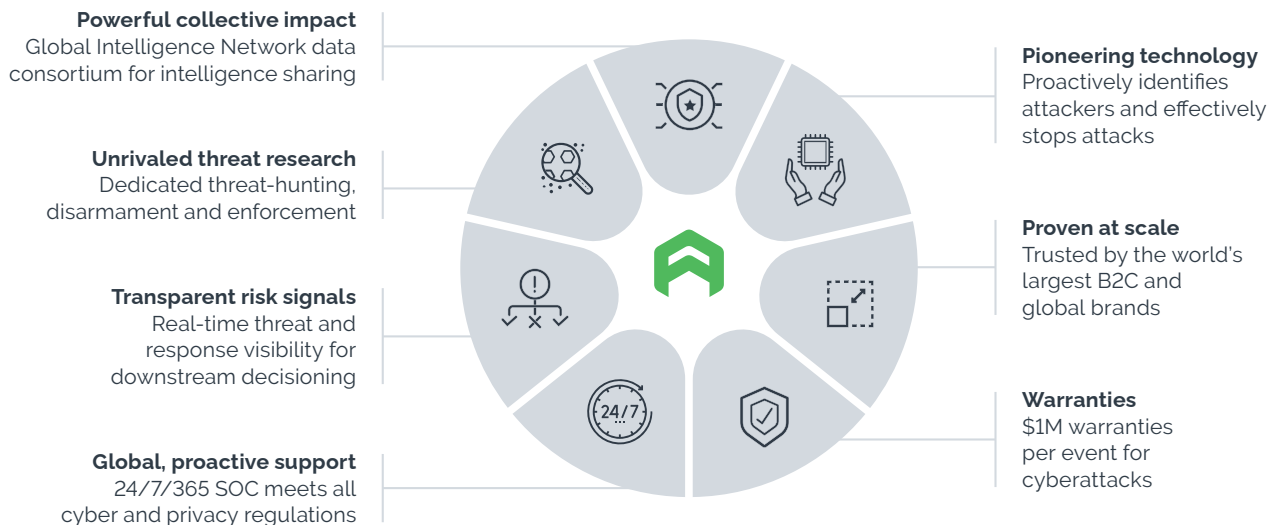
#### Enterprise Platform Highlights

- Patented decisioning platform
- Real-time feedback loop
- Global intelligence network
- Instant data visibility and integration
- Enterprise-grade scalability
- GDPR privacy compliance
- WCAG 2.2 Level AA accessibility certification

"There's something absolutely fantastic about knowing that my system is protected from an attacker I didn't even know existed."

– **Sparky Toews, Principal Product Manager, Adobe**

## The Arkose Labs Advantage



## ACTIR and the Arkose Labs SOC: Proactive Defense

Arkose Labs operates as an extension of your team, rapidly countering attacks and providing actionable insights without overburdening your internal resources. The Arkose Cyber Threat Intelligence Research (ACTIR) unit conducts proactive threat hunting, risk intelligence gathering and other counterintelligence methods to provide vital, fresh intelligence. Meanwhile, the 24/7/365 Security Operations Center (SOC) team focuses on identifying and stopping large-scale attacks immediately.

The SOC continuously monitors for new threats and collaborates with ACTIR. This feedback loop ensures a seamless collaboration between the SOC and ACTIR, enhancing the overall accuracy, timeliness and effectiveness of your cybersecurity defense.

### Arkose Bot Manager in Action

#### Rideshare Giant Balances Security with Great User Experience

A prominent rideshare and delivery giant faced the challenge of protecting a superior customer experience on its platform while stopping bad actors from exploiting its services. Arkose Bot Manager, through its collaboration with AWS, was able to detect, isolate and eradicate these attacks, resulting in a substantial reduction in SMS toll fraud costs and an enhanced, secure experience for genuine

#### Results with Arkose Labs

- US\$2.5M in savings from SMS toll fraud spend for select high-risk countries on an annualized basis
- 99.5% of low-risk traffic passed through unchallenged
- 0 customer service complaints received

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The world's leading organizations, including two of the top three banks and largest tech enterprises, trust Arkose Labs to keep users safe. No one else is as proven at scale, provides more proactive support, or out-sabotages attackers' ROI. Based in San Mateo, CA, Arkose Labs operates worldwide with offices in Asia, Australia, Central America, EMEA and South America. © 2024 Arkose Labs. All rights reserved.