![Adestra logo] **Adestra**

Bot-Click Detection: Accurate Engagement Starts Here

In today's inbox environment, non-human interactions, including automated clicks from security tools, can distort your campaign metrics and mislead your strategy.

That's why, to enhance our current bot detection features, Adestra has partnered with Omnivery, a trusted bot detection provider, to deliver accurate, human-verified engagement data.

What Is Bot-Click Detection?

Bot-Click Detection filters out non-human interactions, ensuring your engagement metrics reflect real subscriber behavior. This means better attribution, cleaner reporting, and smarter marketing decisions.

Bot-Click Detection:
Built Into Adestra

Every Adestra account includes bot-click detection as part of our core platform - giving publishers and marketers a reliable way to filter out common automated clicks and keep engagement metrics clean and accurate.

Advanced Bot-Click Detection for Complex Environments

For B2B senders and other sectors, where bot activity from corporate security tools is more prevalent and sophisticated, Adestra offers an advanced detection model. This enhanced solution, partnering with third-party specialists, uses deeper algorithms and behavioral analysis to identify and eliminate even the most complex non-human interactions, ensuring your reporting reflects genuine subscriber engagement.

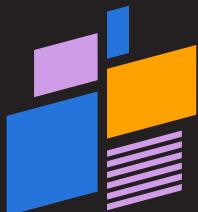# Adestra

How Bot Click Detection Adds Value

- **Improved Data Quality:** Excludes false clicks for more reliable insights
- **Smarter Segmentation:** Powers Adestra's Audiences tool with verified human interaction metrics
- **Stronger ROI:** Enables confident decision-making based on trustworthy data

Key Features

- **Advanced Detection:** Robust protection through interstitial pages, randomized link insertion, and a database of known scanning appliances enhanced by advanced real-time detection
- **High Accuracy:** Detects non-human clicks for cleaner reporting
- **No PII Required:** Integration works without sharing personally identifiable information

How it works

- Open and click events are captured and processed
- Signals are analyzed using proprietary and third-party datasets
- Insights are fed back into Adestra, refining your campaign analytics and reports

Your Pathway to Cleaner Data and Stronger ROI

Ready to unlock accurate insights and drive real engagement?
Talk to our email experts about how Adestra's bot detection integration can help you reach your audience, accurately and effectively.

Request a Demo

Upland Adestra delivers email marketing automation with AI-powered personalization, advanced data enrichment, and journey orchestration to engage audiences and drive conversions—from subscriptions to sales. Built for media companies, publishers, agencies, and nonprofits, Adestra combines scalable workspaces with precise segmentation (Audiences) and real-time insights to maximize ROI.