Adestra

Bot click detection checklist

8 ways to achieve email click-through rate accuracy and protect your metrics, spend, and decisions.

1 Diagnose the problem

- [ ] Validate CTR reliability—assume a significant portion of clicks may be non-human
- [ ] Review anomalies (spikes, rapid clicks, uniform patterns) as bot signals
- [ ] Audit which engagement metrics are being trusted without filtering

2 Identify impact areas

- [ ] Check for inflated reporting and dashboards
- [ ] Review triggered journeys for bot-driven activity
- [ ] Evaluate wasted spend tied to false high performers

3 Pressure-test decision making

- [ ] Reassess A/B test winners for bot influence
- [ ] Validate attribution accuracy
- [ ] Review lead scoring for false intent signals

4 Protect revenue & sales alignment

- [ ] Audit sales handoffs for low-quality leads
- [ ] Align on a definition of qualified engagement
- [ ] Use verified human interactions for pipeline attribution

5 Evaluate your ESP capabilities

- [ ] Understand current bot detection limitations
- [ ] Confirm how bot clicks are identified and filtered
- [ ] Assess adaptability to evolving bot behavior

6 Implement bot click filtering

- [ ] Separate human vs non-human click data
- [ ] Rebuild dashboards using filtered data
- [ ] Re-run benchmarks with cleansed datasets

7 Reset measurement framework

- [ ] Shift from raw CTR to verified engagement
- [ ] Recalibrate benchmarks
- [ ] Optimize based on real user intent

8 Operationalize going forward

- [x] Apply filtering to all campaigns
- [x] Monitor patterns continuously
- [x] Educate teams that high CTR does not equal engagement

Know which clicks came from real buyers

Adestra verifies every click, so you measure actual buyer behavior instead of bot noise. Cleaner data, sharper targeting, a pipeline you can trust.

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