

8x8.

Using Omni Shield Against Fake Traffic

How Retailers Can Stop Bot-Driven
Traffic Spikes During Major Sales



Stopping Fake Traffic From Draining Your Retail Campaigns

Retail flash sales attract more than eager shoppers. Every major campaign brings a wave of bot-generated traffic, fake OTP requests, fraudulent message injections, and automated scripts designed to exploit your messaging channels.

The result is inflated metrics, wasted SMS budgets, and real customers left waiting for messages that never arrive.

The Real Cost of Bot-Driven Message Fraud

Fake traffic doesn't just skew your dashboard. It quietly drains campaign spend, distorts engagement data, and delays legitimate messages during the moments that matter most.

According to Radware's 2025 Black Friday Bot Threat Report, [bots accounted for 57%](#) of all e-commerce traffic during the 2024 holiday season. At that scale, even a small percentage of fraudulent SMS activity translates into significant budget loss and operational disruption.

The financial impact extends well beyond messaging costs. In 2024, advertisers lost [over US\\$71 billion](#) to invalid traffic and bot-driven fraud across digital channels, including SMS.





How 8x8 Omni Shield Protects Your Campaigns in Real Time

[8x8 Omni Shield](#) is an AI-powered fraud prevention layer that authenticates every SMS request in real time, filtering out fake message injections and AIT attacks before they reach your customers or your bill.

- **Behavioral Anomaly Detection**
Instantly flags unusual SMS traffic patterns to catch bot-driven surges early.
- **Live Fraud Alerts**
One-click blocking of high-risk routes or operators the moment suspicious activity appears.
- **Auto-Suspend Controls**
Halts fraudulent traffic immediately when risk levels spike during peak campaigns.
- **Real-Time Dashboards**
Tracks anomalies, message health, and conversion trends so your team sees what's real.
- **No-Code Business Interface**
Gives marketing, IT, and finance teams self-managed control, no developers required.

Protect Your Next Campaign

Fake traffic turns your biggest sales events into your most expensive vulnerabilities. Omni Shield ensures your SMS campaigns reach genuine customers and your analytics reflect real engagement.

For a deeper look at how Omni Shield defends against AIT fraud and bot-driven message abuse, continue reading the full article here:

[How Retailers Can Stop Bot-Driven Traffic Spikes During Major Sales with Omni Shield](#)