

# It's The Human That Counts

*Will your Black Friday be a Bot Friday?*

**56%**

More than half of your potential customers are aware of the threat bots pose to holiday shopping.



**63%**

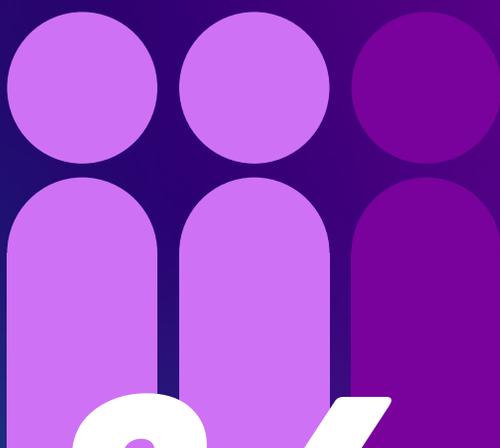
Most consumers are planning to do their shopping before or during Black Friday sales events. Black Friday has become a season, not a weekend, and the bot operators know about it.

**51%** *ELECTRONICS*

**23%** *EXPERIENCES [TICKETS]*

**21%** *COLLECTIBLES/ LIMITED EDITION ITEMS*

Significant proportions of shoppers polled are hunting for holiday gifts that fall into categories that bot operators like to target: electronics, event tickets, and limited edition gifts.



**2/3**

Two out of every three consumers shared concerns about bots grabbing all of the holiday gifts before they could.

More than half of those surveyed said they would shop with a different retailer if they thought bots were interfering with their holiday shopping plans.

**51%**



The 2021 Holiday Shopping Consumer Survey asked 1,000 consumers aged 18+ what they're shopping for, how they plan to shop, and how concerned they are about bots interfering with their holiday plans.



Don't let bots ruin your customers' holidays...or yours.  
[Get a demo of HUMAN's BotGuard for Applications today and Know Who's Real.](#)