

BotGuard Pro Forensic Traffic Snapshot

Executive summary for business owners. This report quantifies likely traffic contamination and shows how it can convert into wasted spend and missed revenue.

Traffic Integrity Score **15 of 25**

This score starts at 25 and decreases as risk indicators and traffic distortion increase. Lower scores mean your acquisition and reporting signals are less trustworthy.

Metric	Value	Business meaning
Site scanned	botguardpro.com	The domain evaluated for suspicious and low-intent traffic signatures.
Traffic distortion %	38.9%	The estimated share of traffic that appears low-quality, automated, fake, or non-human.
Estimated wasted ad spend	\$2,967.79	Approximate paid media dollars likely consumed by traffic that is not generating conversions.
Estimated lost revenue	\$7,976.14	Estimated downstream revenue opportunity lost when weak traffic quality results in lower conversion rates.

Risk Snapshot Visual

- - - - - 38.9% traffic distortion | Integrity Score: 15/25

Findings

This snapshot indicates meaningful traffic-quality distortion that can contaminate attribution, campaign learning, and reported conversion performance. The modeled loss pattern is consistent with non-human or low-intent traffic entering paid and analytics channels.

Business Impact

With a current integrity score of 15/25, performance confidence is reduced. When distortion is present, teams often scale spend against misleading signals. That creates double loss: direct ad spend waste plus delayed growth from budget misallocation, weaker lead quality, and lower reporting confidence.

Recommendations

1) Validate traffic quality by source and campaign before budget increases. 2) Isolate suspicious segments from optimization inputs. 3) Prioritize channels showing the largest distortion-to-conversion gap. 4) Treat this report as a forensic snapshot, not full source-level remediation.

Next Steps

Revenue Audit (\$297): deeper forensic review with source-by-source and campaign-level diagnosis to pinpoint exactly where waste enters your funnel and where revenue impact is concentrated. Revenue

Shield (subscription): ongoing monitoring, live mitigation workflows, and recurring visibility if measurable waste is already present and persistent.

Tier	What you get	Best for
This Snapshot	Fast business-risk diagnosis with loss estimates	Confirming whether a traffic quality problem
Revenue Audit (\$297)	Deeper forensic breakdown and sharper loss attribution	Teams needing precise diagnosis before re
Revenue Shield (Subscription)	Ongoing monitoring cadence and mitigation workflow support	Teams with recurring paid traffic exposure

Internal testing domain detected.