

Bot click policy

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Bot clicks are non-human, automated activities done by security tools or operating systems that can open emails or click links from your campaigns. Not all bot clicks are done by malicious actors, but they can skew your campaign metrics if they're not filtered out.

Bluecore has created a bot click policy that identifies and filters out bot activity in both your email and SMS/MMS campaigns and billing data to provide you the most accurate representation of your data.

Bluecore's bot policies can be categorized in two ways:

- Attribute-based
 - The bots self-declare that they are bots by using tags within the activity record.
- Behavior-based
 - The bots are identified based on their non-human activity.

This policy is subject to change every six months.

H2025 updates

Bluecore identified a new Android bot that replaces a previously identified bot.

H12025 updates

- The definition of bot clicks has expanded to include clicks from security software and Android auto-clicks for SMS/MMS.
 - Any bot clicks that were included in analytics or metrics within Bluecore no longer display.
 - Historical click-through rates and revenue per message may appear lower.
 - There are two [bot clicks reports](#) for email and mobile campaigns where you can review bot clicks.
 - Bot clicks are now represented in data exports.
 - Clients using click-based pricing plans will have bot activities removed from billing going forward.
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