BOT or NOT?

By Dr. Saul V. Media, Ph.D.
Tell me, my friend,
have you heard of a bot?
They seem just like people,
except that they’re not.
They live on the Internet
depth in a hole.
They're a bunch of its traffic
and none of its soul.
Storybook robots are clever and cute.  
But these bots are stupid - and ugly to boot! 
There are lots of them out there, and more of them now. 
But Solve Media stops them, and we’ll show you how!
They don’t eat in restaurants. They can’t tell the time. They don’t even know how to buy things online!
They can’t act or sing.
They can’t do the cha-cha.
But they’ll scrape all your content for some guy in Russia!
They fake “like” your content and post spam all day, and cheat online games that they can’t even play.
They put comments on blogs from here to Niagara, and harvest web data to sell fake Viagra.
The worst thing of all, that is badder than bad, is the fact that they’re stealing your budget for ads!
They’ll click on your ads on fake pages they rent so they can make money without spending a cent.
When you run a campaign
you want folks who are breathing.
Cause bots don’t have credit cards,
and looks are deceiving.
To outsmart a bot you must be creative. Put your brands in a type-in and buy ads that are native!
Bots can’t use type-ins, but for humans they’re grand. They get content much quicker and remember your brand!
Connect with more people, you’ll like it a lot! Make ads just for humans and tell a bot, “Not!”
The End.
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Solve Media stops bots by replacing hard-to-read CAPTCHA security with native TYPE-IN ads that only humans can understand. Everyone wins--marketers get memorable engagements, consumers save time and publishers provide better user experience without compromising security.