

Someone let the bots in.

Megan Paschall | Caterpillar | May 2024

949

Honeypot errors

507%

Errors vs. 187 successes

Reduced

Errors dropped significantly

Situation

A Caterpillar inquiry form was under bot attack: 949 honeypot errors against 187 successful submissions. That 507% ratio was an immediate reason to investigate the integrity of the lead data.

What I did

I diagnosed the problem that morning, identified Facebook placements as the likely source, and coordinated with Randall Reilly. We removed the affected Reel placements, excluded bot IP addresses and cities from display and social placements, and set up preventive monitoring.

Tools

Honeypot diagnostics; Placement controls; Randall Reilly; Preventive monitoring

Result

The client's digital team confirmed that **errors dropped significantly**. The vendor reported **no evidence of bot form submissions** and that the leads appeared accurate. The evidence supports a substantial improvement—not a claim that every error disappeared.