



ASTRYNN HOLDINGS | INTELLIGENCE UNIT

SUBJECT: SYSTEMIC RISK — DIGITAL INTEGRITY 2026

CLASSIFICATION: EXECUTIVE USE ONLY

THE INVISIBLE EROSION OF CASH

7 Forensic Signals You're Paying Dividends to Bots

THE PROBLEM:

Standard marketing metrics (ROAS, CPC, impressions) are increasingly unreliable. Synthetic traffic can mimic human behavior, bypass analytics filters, and inflate programmatic auctions. The risk is financial: in many industries, **15–20%** of acquisition spend is lost to non-human traffic, inflating real CAC and corrupting executive decision-making.

SELF-DIAGNOSIS: THE 7 RED ALERTS

1. The Night Shift

Traffic spikes between 02:00–05:00 (server time) with no conversions.

2. Bounce Bipolarity

Sessions of 0–1 seconds or rigid, scripted session lengths.

3. Dirty Leads

Nonsensical emails, forced lowercase, incomplete phone numbers.

4. The Attribution Gap

Platforms report conversions that never reach the CRM (missing 30%).

5. Geo Anomalies

Material traffic from regions where you have no business footprint.

6. "Too Good" CTR

Cold display CTR above 1.5–2% (statistically unlikely for humans).

7. The Commercial Ghost

Sales receives contacts who never requested information (lead injection).

FORENSIC CONCLUSION:

NEED INDEPENDENT VERIFICATION?

Forensic Signal Check (FSC) | Flat Fee: 499 euros