kasada
ANATOMY OF AN NFT DROP

NFTs are the latest target for scalper bots. With a market cap exceeding $14 billion, they're a prime opportunity to buy and resell for a massive profit. Kasada researchers have determined bots are >50x more utilized for NFT drops than sneaker drops.
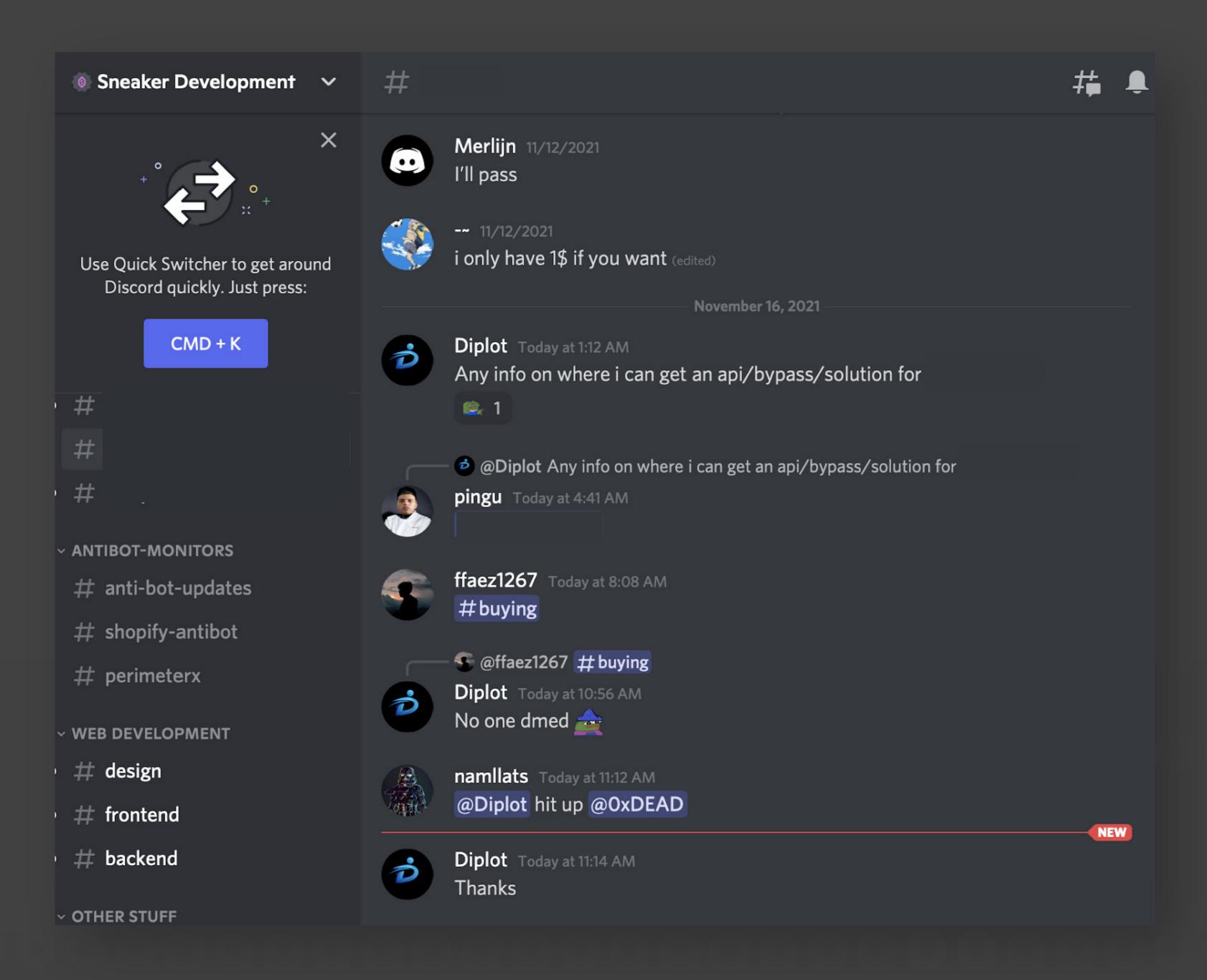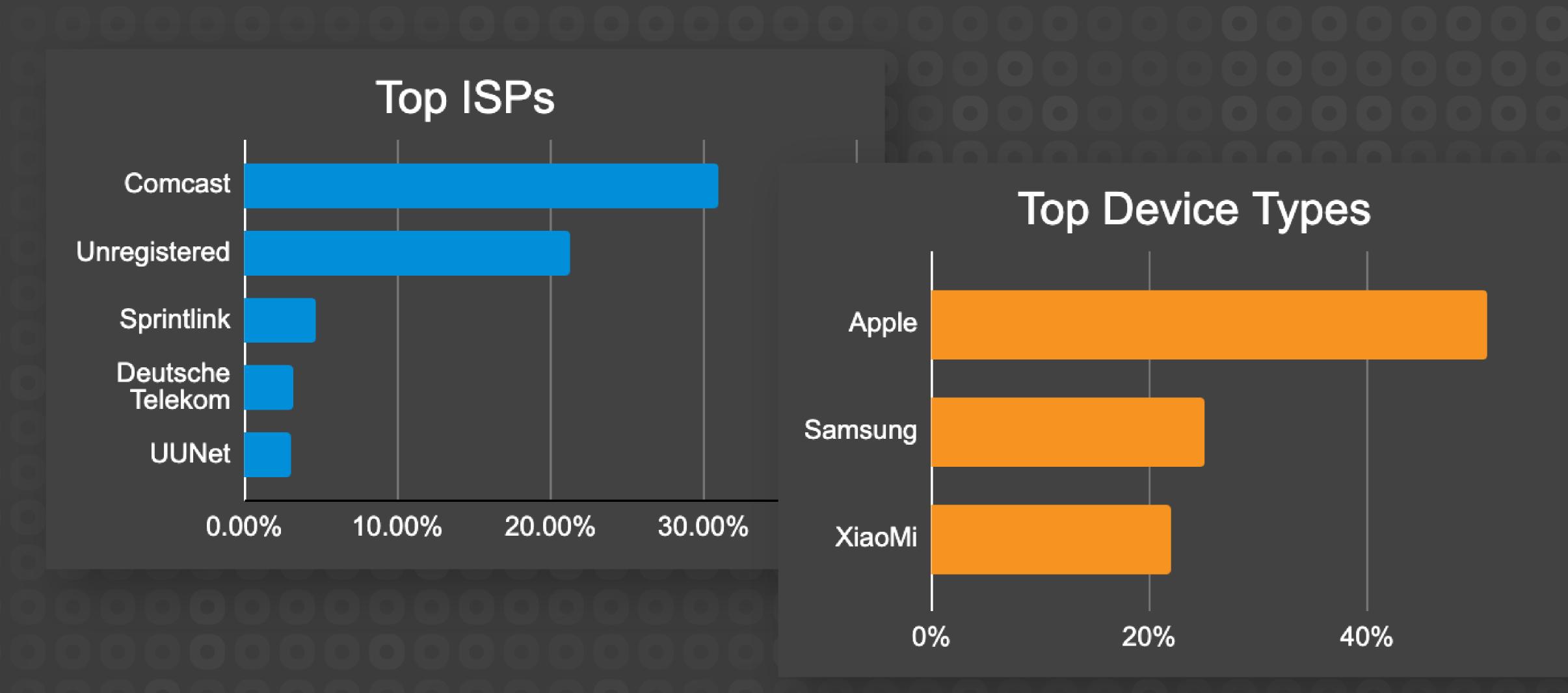
THE COMMUNITY

A highly motivated, intelligent, and collaborative bot building community share their scripts and bypasses online. Highly specialized and AIO (all in one) bots used to buy hype sneakers and other in-demand items are actively being repurposed for NFTs.

THE DROP

Bots scan for availability and automate purchases causing massive traffic spikes up to 100x. For this ultra-rare NFT, the limited inventory was gone within 90-seconds. 30% of all sessions were using bots. For comparison, on average, 0.5% of sessions during hype sneaker drops are bots.
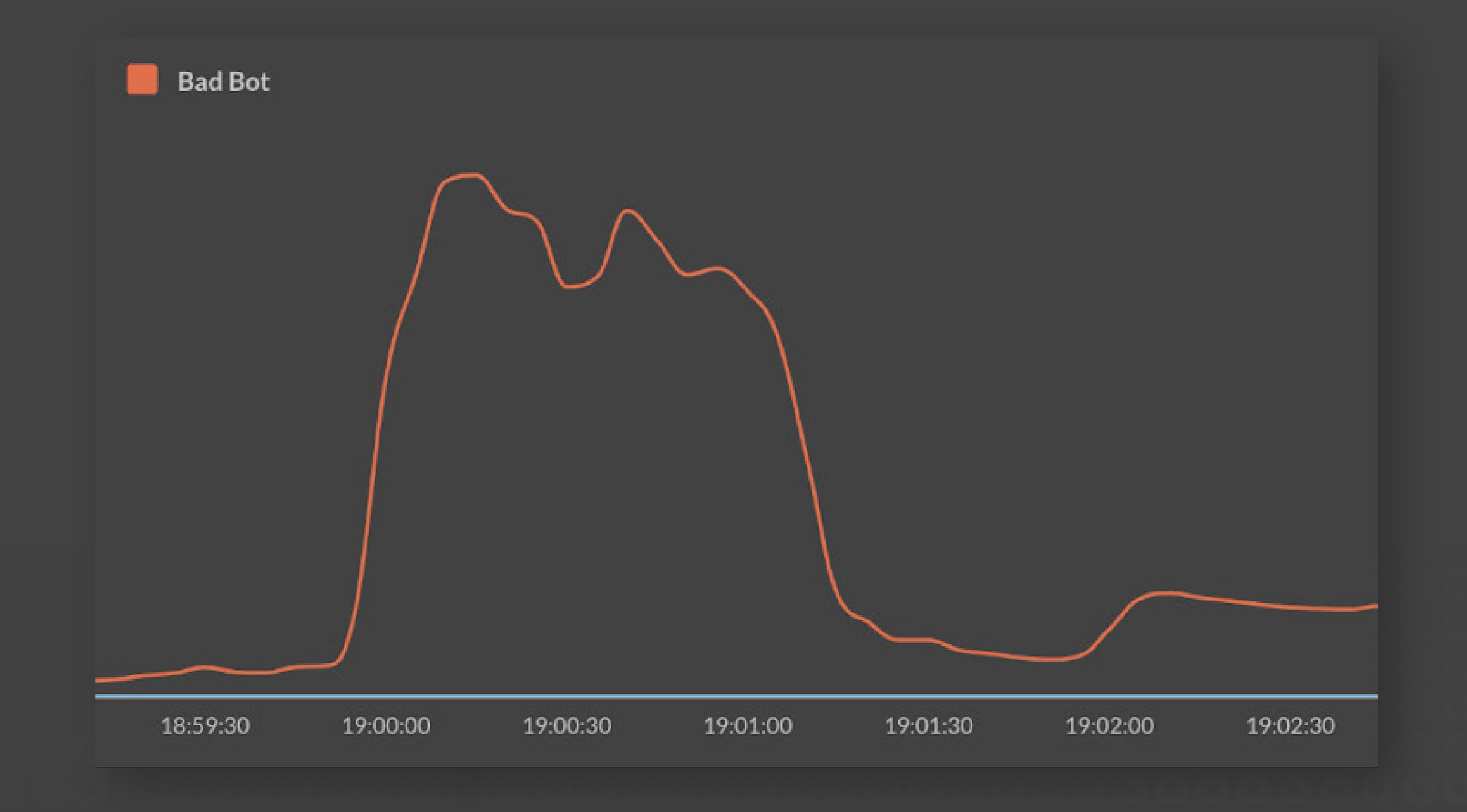

Bad Bot

THE DETAILS

Bots hide behind residential proxy networks and leverage highly customized open-source automation DevTools to evade detection. During a 90-second time span, bots rotated through 20,000 unique IP addresses with different user agent headers to blend in with human traffic.

Top ISPs

Comcast
Unregistered
Sprintlink
Deutsche Telekom
UUNet

0.00%   10.00%   20.00%   30.00%

Top Device Types

Apple
Samsung
XiaoMi

0%   20%   40%

THE IMPACT

66% of the NFTs were resold at a 20x markup within a week for a massive profit. Marketplaces without a modern anti-bot mitigation solution incur the enormous cost to process automated traffic, while those customers not using bots feel cheated and seek alternative places to purchase their NFTs.