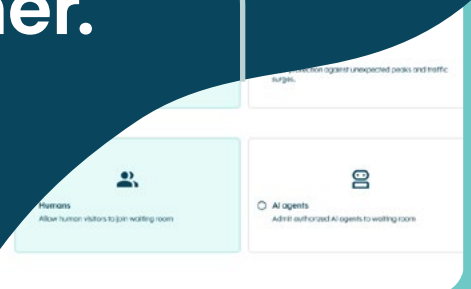


Manage traffic surges. Protect every real customer.

DataDome's virtual waiting room with queue management:
intelligent, adaptive, and easily scalable.



The problem

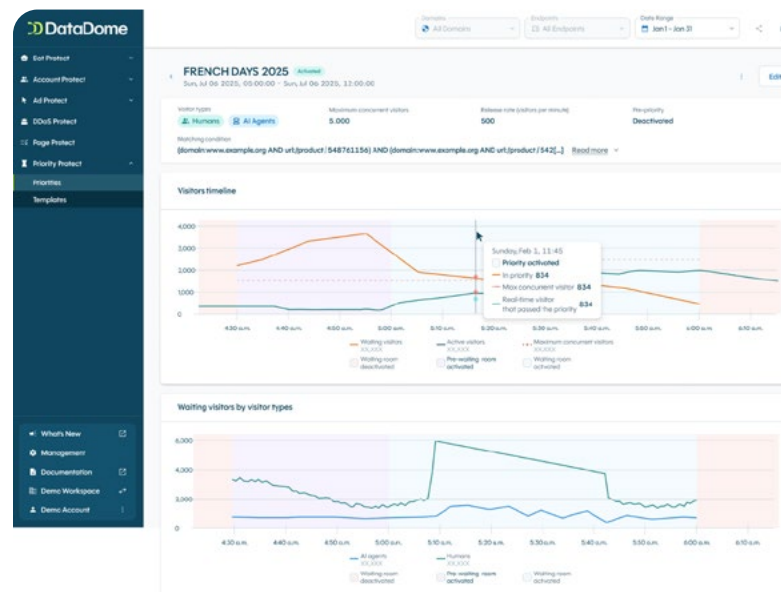
Traffic surges are no longer just a scalability problem. They are a fraud problem. Product drops, ticket flash sales, and seasonal peaks attract a flood of malicious bots and AI agents alongside real customers. These automated threats fill waiting rooms before humans have a fair chance, and hammer infrastructure at a scale no longer constrained by human behavior. Additionally, agentic AI operates 24/7, generates dynamic workloads, and acts autonomously to bypass traditional business logic. The result: site outages, unfair access, inventory lost to bots, and real customers who leave and do not come back.

The solution

Priority Protect is DataDome's virtual waiting room. It is the only solution built natively on real-time bot detection infrastructure and purpose-built to manage traffic in a world where AI agents move as fast as malicious bots. As a leader in bot and agent trust management, DataDome already has significant, translatable expertise in protecting businesses from malicious, automated, and high-volume traffic. Priority Protect extends that expertise into the virtual waiting room itself, detecting and classifying humans, AI agents, and bots on every single request, applying fine-grained policy control in real time, and scaling instantly to meet peak demand without compromising site stability or user experience.

Where Priority Protect makes the difference

- ✓ **Humans:** permitted and continuously monitored for fraudulent behavior throughout the session.
- ✓ **AI agents:** trust established dynamically – verified agents are permitted, unverified or malicious ones are blocked, and all are monitored for intent and behavior changes.
- ✓ **Bots:** blocked instantly before they reach the queue, with continuous in-session monitoring as a second layer.



How it works

Priority Protect combines four real-time capabilities to keep every high-demand moment fair, stable, and profitable:

Connect

Works hand-in-hand with DataDome Bot Protect, sharing signals across the platform so protection is continuous from the edge all the way through the queue.

Detect

Every request is evaluated in real time drawing on 5 trillion signals processed daily across the DataDome network

Protect

Verified humans and approved AI agents enter a clean, bot-free queue with customizable policies and user prioritization controls. A fully branded waiting room page keeps users informed of their position and estimated wait time throughout the experience.

Scale

Continuously monitors for traffic spikes and activates automatically when thresholds are exceeded, with sub-5-second configuration changes, 99.99% uptime, and automatic failover.

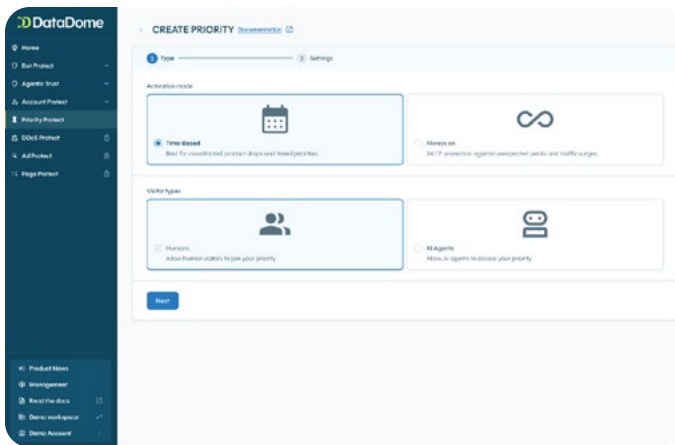
The only virtual waiting room built for product drops, ticket sales, and peak demand.

Where Priority Protect performs

- ✓ **Ticketing and live events:**
only verified humans and approved agents hold a place in line, with real-time release controls as demand fluctuates.
- ✓ **Flash sales and product drops:**
keeps inventory access clean and the experience fair, protecting conversion rates and brand reputation during limited-inventory moments.
- ✓ **Unexpected traffic surges:**
When demand spikes without warning, real customers get fair access and your infrastructure stays stable, no outages, no emergency escalations, no lost revenue.

Setting Up Your Queues

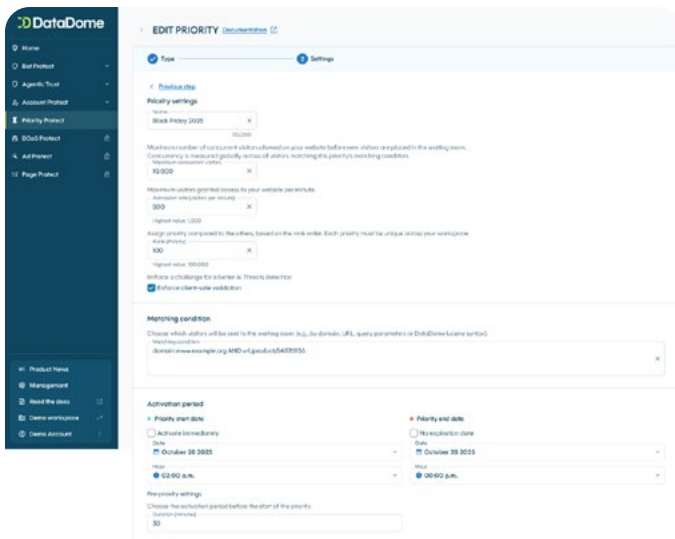
Once Priority Protect is enabled, all queue configurations can be managed through the DataDome Dashboard or the Priority Protect API. Changes take effect immediately, giving you full flexibility to configure queues visually or programmatically.



Step 1: Find the right protection mode for your traffic pattern

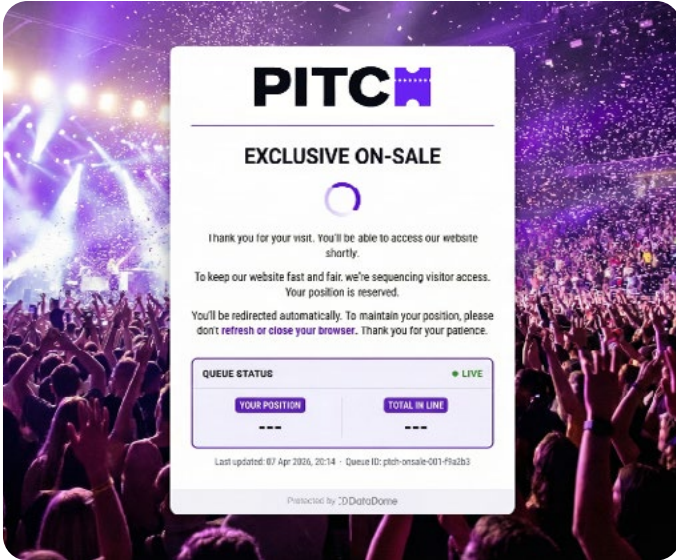
Priority Protect offers two protection modes. “Always-On” keeps your highest-traffic pages protected around the clock, making it ideal for checkout pages, ongoing ticket sales, and any destination where demand can spike without warning.

“Scheduled” activates during a defined date and time window, making it the right choice for planned product launches, flash sales, and event ticket releases with a known start time. When configuring a priority, you can also define which visitor types can join the queue. Human visitors are always included, and AI agents can be selectively permitted based on your business policy.



Step 2: Set the rules for who gets in and how fast

Each priority is configured with a capacity limit (how many visitors can be active on your site before the queue activates), an admission rate (how quickly visitors are released from the queue), and a rank that determines which priority applies when multiple are active. Optional client-side validation adds an extra layer of bot protection at the point of admission. Your DataDome team will help you calibrate these settings based on your infrastructure and traffic patterns.



Step 3: Deliver a branded, on-site waiting experience

Apply your own logo, colors, and design so visitors experience a seamless, on-brand page, never a generic redirect. Choose from configurable templates and preview your design before go-live with support from your DataDome team.

Step 4: Target exactly where protection is needed

Matching conditions define exactly which pages or URLs trigger the waiting room. Target specific product pages or sections, rather than your entire domain, to ensure the queue activates only where and when you need it.

Step 5: Set Pre-Admission (Scheduled Priorities Only)

For scheduled events, pre-admission allows visitors to begin joining the queue before the priority officially starts. The default window is 30 minutes before the start time. Once admitted, visitor sessions are valid for 15 minutes; if they leave and return within that window, they will not be placed back in the queue.



Peak moments should drive revenue, not outages. With Priority Protect, every traffic surge is an opportunity for your real customers to get fair access, for your infrastructure to stay stable, and for your business to perform at its best, even in a world where AI agents move as fast as malicious bots. Ready to protect your next peak moment? [Request a demo.](#)