

# AI traffic control and monetization for publishers

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Publishers are seeing an explosion of AI bot traffic that ignores robots.txt guidelines or bypasses existing defenses, scraping your content and straining IT infrastructure. According to the [TollBit State of Bots Report](#), in Q2 2025 alone, AI scraping has more than tripled. Bots ignoring robots.txt nearly quadrupled. Most of this traffic provides zero attribution or compensation.

With DataDome & TollBit, publishers get the best of both worlds:

- Full visibility into AI traffic by AI & LLM provider with granular details
- Real-time protection to block malicious bots before they cause harm
- Built-in monetization to license content access to compliant AI agents

No custom code. No performance impact. Just visibility, control, and a new revenue stream.

## Built to protect—and profit from—AI bot traffic

### Outsmart unauthorized bots

DataDome's multi-layered AI engine detects and blocks malicious bots—preventing scrapers, fraudsters, fake signups and more—in under 2ms.

### Turn approved bots into revenue

TollBit lets publishers set custom pricing and paywall access for AI bots. It handles licensing, enforcement, and payment collection automatically.

### See the full picture

Get unified analytics for all AI traffic—whether verified, malicious, and unknown—in one intuitive dashboard.

### Take back control

Block, allow, or monetize AI traffic on your terms. Set bot- or URL-level rules, and adjust them anytime.

# A single integration delivers:

## Unified visibility

See all AI & LLM scraping and fetching activity—malicious and monetizable—across your site.

## Granular control

Decide which bots get in, how often, and what they access.

## Zero impact on performance

Both platforms operate as SaaS with API integrations—no latency, no dev lift.

## Revenue from compliant AI bots

Redirect approved bots to a branded paywall with custom pricing and terms.

## Fast time-to-value

DataDome integrates in a few minutes. TollBit takes under 30.

# Monetization that matches the moment

Trusted by **3,000+** publishers & websites

**3x** increase in AI scraping traffic among sites with analytics

**4x** increase in AI scrapers bypassing robots.txt in Q2 2025 alone

**Nearly 4x** increase in traffic to the TollBit Bot Paywall

## Why publishers choose DataDome + TollBit

- ✓ **Detect and classify** every AI agent—training bots, fetching (RAG) bots, stealthy scrapers, no matter how sophisticated
- ✓ **Block bad actors** while monetizing the verified providers
- ✓ **Support** for all access modes (HTML scraping, MCP, NLWeb)
- ✓ Proven scale: **400B+** attacks blocked annually by DataDome
- ✓ **Trusted by publishers** including TIME, AP, Fast Company, Newsweek, BuzzFeed, IGN, Gannett, Harvard Business Publishing, and more

Publishers can no longer rely on the honor system. Blocking alone isn't enough. With TollBit + DataDome, you protect your content—and get paid for it.

**Ready to see your AI traffic in action?**

Learn more at [DataDome.co](https://DataDome.co)