

AI traffic monetization with DataDome

See, control, & monetize AI bot traffic accessing your content.

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Monetize your content from AI traffic

The challenge: AI traffic & LLM crawlers are transforming online content consumption and purchasing behavior

Enterprises must quickly adapt to how AI traffic and LLMs are reshaping content consumption and online purchasing behavior.

LLM providers scrape valuable content from your websites to train their models, including fetching real-time information to respond to user queries.

Instead of visiting websites directly, users now get answers or product information directly from LLMs—reducing website traffic, subscriptions, and ad revenue.

The growing concern isn't transactional AI agents but the LLM crawlers and fetchers built to collect data for monetization purposes. These systems blur the line between normal automation and abuse, as companies race to profit from the data they gather. That pressure can drive more aggressive scraping and, in turn, increase the risk of fraud and chargebacks.

Today, companies are blind to AI-based content theft: who's scraping and fetching, when, how often, and how valuable content is being reused by third parties. Existing defenses can't reliably tell apart legitimate bots, unauthorized LLM scrapers, or human-like AI agents. No enterprise wants to inadvertently block legitimate users either.

This situation results in higher infrastructure costs, untracked or skewed metrics, content misuse, and revenue leakage.



AI agents like ChatGPT and Claude blur the line between helpful and harmful automation—enabling both legitimate tasks and malicious uses.”

— Gartner®

The solution: See, control, and monetize AI & LLM traffic with DataDome

DataDome gives you the granular visibility and control you need over AI & LLM traffic on your website and APIs.

DataDome is the global leader in bot management and [cyberfraud protection](#), trusted by enterprises worldwide to secure their digital assets in real time. Recognized as a [Leader in the Forrester WAVE™](#) for bot management software and consistently ranked a [G2 Leader](#), DataDome sets high standards with Bot Protect. It gives enterprises [granular visibility into AI and LLM traffic](#) across websites, apps, and APIs, delivering under 0.01% false positives.

For AI traffic and LLM detection, [Bot Protect](#) offers the highest detection accuracy, analyzing 5 trillion+ signals daily, inspecting every request, every time, using 1000+ OOTB and custom AI models. It responds in under 2 ms, all without traffic redirection or single points of failure.

By inspecting every request and applying precise AI policy controls at the source and endpoint level as needed, it transforms AI traffic from a blind spot into a business advantage.

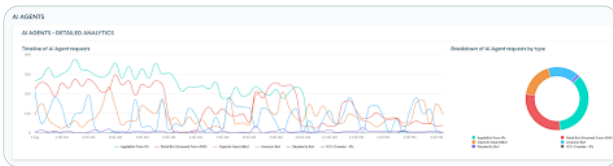
Since not all AI traffic is welcome, DataDome gives you the ability to let in only the AI traffic you want.

[By analyzing intent](#), we make it easy to separate traffic that adds value from traffic that fuels fraud, so you can block scrapers, enforce your own rules, or monetize your content.

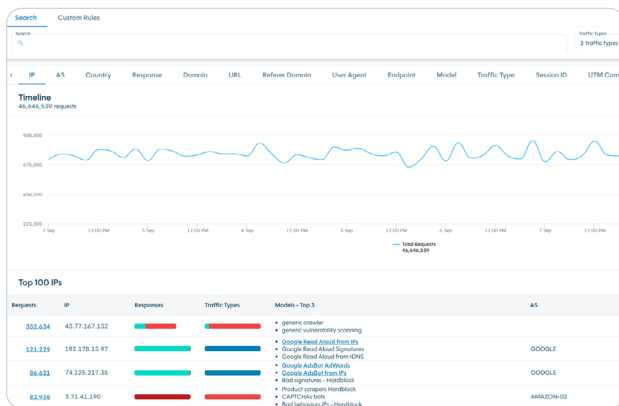
How Does It Work?

Detect & Classify

Incoming traffic is inspected in real time to identify automated activity. In the dashboard, each AI agent or LLM bot is displayed separately to give you clear visibility into traffic trends by source.



In the **Explore** section, you can drill down into detailed parameters including: IP, country, endpoint, domain, and URL, to understand exactly how AI traffic interacts with your endpoints.



This level of granularity gives you clarity and control: spotting harmful AI traffic, validating compliant bots, and uncovering new opportunities to monetize legitimate AI requests.

Control & Insights

DataDome inspects every request and applies specific policy control responses by AI/LLM provider (*OpenAI, Perplexity, Amazon, etc.*) and by different types of bots (*Search, Agent, User, etc.*)

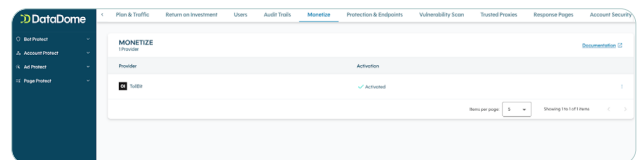
In the dedicated "AI agents" dashboard within **Access Control**, policy can be easily managed: Allow, CAPTCHA, Device Check, Block, or Monetize. It's easier and faster to see, analyze, and secure your sites from unwanted traffic.

Nb of requests	Request Timeline	Name	Description	Number of IPs	Configuration	Actions
123,258	[Timeline]	Patrol Bot (Hovers)	-	204	[Dropdown]	[Action]
133,350	[Timeline]	AppleBot from IP	-	1714	[Dropdown]	[Action]
68,321	[Timeline]	OpenAI-SearchBot	-	158	Monetize	[Action]
59,062	[Timeline]	Amazon Bot	-	432	Allow (default)	[Action]
5,031	[Timeline]	Perplexity Bot	-	12	Block	[Action]
489	[Timeline]	ICC-Crawler - IP	-	1	Device Check	[Action]
					Monetize	[Action]

Monetization Layer

DataDome's dashboard provides a new "Monetize" response policy options. You can configure by AI/LLM provider and decide which ones should be put behind a paywall.

Approved requests can be redirected to a monetization partner system where content access terms and policy are enforced. Ultimately, with your monetization partner, you decide the pricing model—whether pay-per-crawl, subscription, or custom rules – as well as your technology partner, wherever your content is hosted.



DataDome secures, controls, & monetizes your AI traffic

Understand what's hitting your site

[Get a full, real-time visibility into all automated traffic.](#)

Know who's accessing your content, how often, and for what purpose. Instead of guessing, you can respond with clarity and confidence.

Decide what AI traffic is allowed

Not all automated traffic is malicious, but you should be the one in charge. With DataDome Bot Protect, you can block malicious bots and crawlers instantly. Approved and helpful AI traffic can be allowed with granular policy. You stay in charge of how your content is used.

Turn AI traffic into revenue

Your content has value. Do not just give it away for free. [With monetization policies](#), you can set fair terms for AI traffic and LLM crawlers, from pay-per-crawl to subscriptions, and enforce them with usage limits. You can turn what once was a loss into a new revenue stream while still keeping your data protected.

By 2028, 90% of digital commerce firms letting AI agents use shared credentials will see triple the account takeover and fraud."

- Gartner®

Your AI monetization benefits

✓ Gain full visibility into AI & LLM traffic

[DataDome applies multi-layered, AI-based detection](#) to every request, identifying and classifying AI & LLM traffic in real time. You get visibility into all automated traffic, even sophisticated malicious bots that evade traditional defenses.

You know exactly who's accessing your website, when, and why, so you can detect legitimate vs malicious users with confidence.

✓ Protect your website from content theft

Bolster your security posture by stopping unauthorized traffic from exploiting your content and proprietary data. **Only trusted AI traffic gets through, on your terms.**

✓ Turn AI-powered traffic into business growth

DataDome, in partnership with [TollBit](#) and Skyfire, enables you to detect and control AI traffic and LLM crawlers. Instead of blocking them, **you can charge for access, with pricing, payments, and rights management—turning automated traffic into revenue aligned with your business model.**