Manage AI crawlers and regain control over your content with AI Audit

Content creators are losing control over their assets

Publishers, research firms, online communities, and other content creators depend on steady streams of web traffic. But generative AI crawlers may scrape web pages thousands of times for every visitor they refer. Search click-throughs are dropping steadily as a result, putting future content creation at risk.

Cloudflare's AI Audit gives the power back to content creators

AI Audit helps companies gain independence from unwanted crawling and exercise stronger control over their content. Drawing on Cloudflare's global scale and unmatched experience detecting and mitigating bot activity, it lets companies:

Monitor

Get visibility into the different kinds of AI crawlers accessing their content
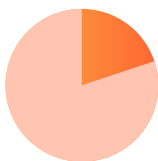
Manage

Enforce granular access rules for AI crawlers, or block all of them with a single click

Charge

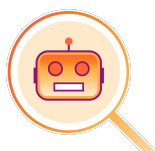Charge AI crawlers for access to their online content [*in private beta*]

20%
of global web properties protected by Cloudflare

247B
daily threat signals powering Cloudflare bot management

Cloudflare's bot detection capabilities

No provider fingerprints more AI crawlers and search bots than Cloudflare. We accomplish this through the unmatched scale and visibility of our global network, which protects ~20% of all web properties and blocks hundreds of billions of cyber threats every day.

This intelligence helps AI Audit detect crawlers that don't advertise their purpose. It also helps companies detect and block other malicious bots. Learn how Cloudflare can address page scraping, credential stuffing, and other bot management use cases.

Cloudflare supports an equitable ecosystem for content creation

Content creators and AI companies both benefit from fair access controls to high-quality content. Cloudflare further supports this goal via:

- Default AI crawler blocking for new customers
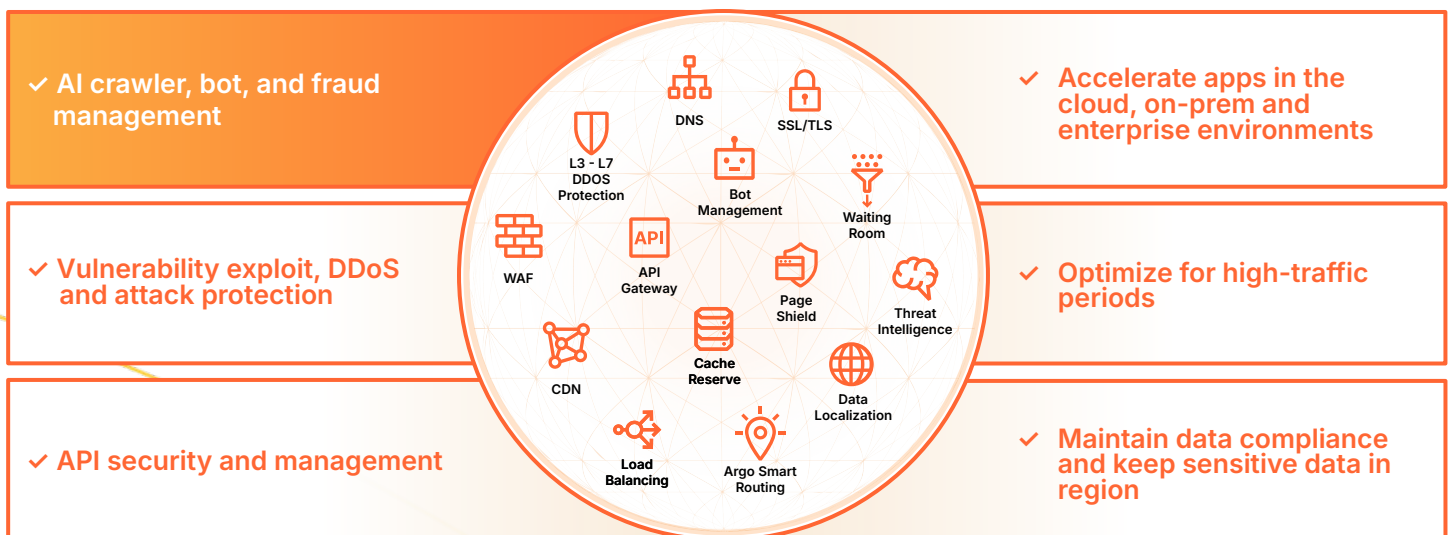- Developing cryptographic protocols to help AI crawlers identify themselves accurately

Dozens of leading publishing and technology companies have voiced their support for these efforts, including The Associated Press, The Atlantic, Buzzfeed, Condé Nast, Dotdash Meredith, Fortune, Gannett | USA TODAY Network, Pinterest, ProRata AI, Reddit, Sky News Group, TIME, and Ziff Davis.

Cloudflare secures your entire web application and API landscape

AI Audit is a part of Cloudflare's connectivity cloud, our unified platform of security, connectivity, and developer services powered by our global, programmable cloud network.

Among other use cases, these services help companies protect their applications and APIs across any environment — reducing web application breach risk by 25% and improving security team efficiency by 29%.

- ✓ **AI crawler, bot, and fraud management**
- ✓ **Vulnerability exploit, DDoS and attack protection**
- ✓ **API security and management**

Circular diagram icons: DNS, SSL/TLS, L3 - L7 DDOS Protection, Bot Management, Waiting Room, WAF, API Gateway, Page Shield, Threat Intelligence, CDN, Cache Reserve, Data Localization, Load Balancing, Argo Smart Routing

- ✓ **Accelerate apps in the cloud, on-prem and enterprise environments**
- ✓ **Optimize for high-traffic periods**
- ✓ **Maintain data compliance and keep sensitive data in region**

Talk to Cloudflare about AI Audit

Learn more about our app and API security services.