OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

Agentic browser traffic: a B2B measurement and access policy

QUESTION

How should a B2B team distinguish useful AI-agent visits from measurement noise and risky automation?

GUIDE TAKEAWAY

Treat automated traffic as a set of different purposes, not one audience. Keep raw request evidence, analytics, access controls and commercial outcomes separate so a surge in agent activity cannot be mistaken for buyer demand.

START HERE

Inventory endpoints and consequences.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Inventory endpoints and consequences

Evidence or input

Output or decision

Owner and review point

2. Classify identity and purpose signals

Evidence or input

Output or decision

Owner and review point

3. Create operational and commercial baselines

Evidence or input

Output or decision

Owner and review point

4. Apply proportionate access controls

Evidence or input

Output or decision

Owner and review point

5. Review false positives and buyer outcomes

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Public-content observation

Useful when: Agents read ungated educational pages

Limitation: Identity and intent remain uncertain

Suggested action: Measure by endpoint and rate pattern

Why this fits our situation

Evidence needed before acting

Verified crawler policy

Useful when: A known crawler requests public material

Limitation: Verification coverage can be incomplete

Suggested action: Maintain an allow, limit and block matrix

Why this fits our situation

Evidence needed before acting

Human-confirmed agent action

Useful when: A user asks an agent to complete a task

Limitation: Consequential actions need clear consent

Suggested action: Require confirmation and an audit trail

Why this fits our situation

Evidence needed before acting

Restricted high-risk workflow

Useful when: Requests reach login, form or private data paths

Limitation: Overblocking can affect legitimate users

Suggested action: Use stronger controls with rollback

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/agentic-browser-traffic-b2b-measurement/

Publisher and evidence policy: https://outselll.com/editorial-policy/