

Vercel Use Cases

IETF 123 | Web-Bot-Auth

Casey Gowrie | Software Engineer, Vercel

▲ ~/platform/features

Use Cases

- **Custom Rules** — Bypass, rate limit, or deny traffic
- **Observability** — Visualize patterns and take action on bot behavior
- **Bot Protection** — Block unverified, non-human traffic automatically
- **Anti-spoofing mitigation** — Prevent impersonation of trusted bots
- **Vercel bot identification** — v0, flags, screenshot

▲ ~/design/principles

Philosophy

- **Neutral stance** — Vercel doesn't dictate good vs bad bots
- **Customer control** — Provides verification for customer decisions
- **Permissive by design** — Allow legitimate automation, block threats
- **Verification** — 100+ bots, User-Agent + IP, DNS, or cryptographic validation

▲ ~/implementation/obstacles

Challenges

- **Server complexity** — Multiple verification methods and data formats
- **Client onboarding** — IP allocation and management burden
- **IP range fragility** — Frequent updates break verification
- **Proxy obfuscation** — Hidden source IPs, especially from unknown services

