

How Growing Businesses Overcome CAPTCHAs



Vilnius, Lithuania May 29, 2025 ([Issuewire.com](https://www.issuewire.com)) - Decodo, a leading platform for testing, launching, and scaling web data projects with proxy and scraping solutions, has shared insights into how various companies avoid anti-bot measures, like CAPTCHAs or IP bans.

Puzzles, 3D CAPTCHAs, reCAPTCHA, various math tasks, and other challenges – these are only a few types of blockers you can face when accessing your favorite eCommerce store. According to multiple reports, most CAPTCHAs have an 8% failure rate and are updated annually to better protect websites against bots. While in most cases, CAPTCHAs are used as an additional security layer during password reset or on a high number of sign-in attempts, these anti-bot measures can also happen when businesses collect real-time data at scale.

As demand for large-scale data extraction grows across industries, from eCommerce and SEO to AdTech and AI training. Businesses face increasingly sophisticated barriers to accessing public web data.

Completely Automated Public Turing tests to tell Computers and Humans Apart, or CAPTCHAs, are designed to block bots and protect website security. However, for companies relying on publicly available data, these barriers can slow down their workflows and increase costs.

Some of the most popular CAPTCHA-bypassing solutions are:

- **Residential proxies** that rotate real-user IPs to avoid detection and distribute requests across different geographic locations, time zones, and network environments.
- **Browser automation tools** like Puppeteer or Playwright with plugins to mimic human-like behavior.
- **AI-powered CAPTCHA solvers** that use machine learning models to interpret and solve CAPTCHAs in real time.

“CAPTCHAs don’t just block bots, they block progress,” said Vytautas Savickas, CEO at Decodo. “We give businesses the tools that help them collect publicly available data with speed and accuracy, minus the complex workflows.”

Decodo’s [residential proxies](#) are sourced from real user devices with full opt-in consent, giving businesses access to over 125M of IPs across 195+ countries. Combined with flexible targeting, #1 response time in the market, and 99.99% uptime, residential proxies help to avoid CAPTCHAs and scale data-backed projects effortlessly.

“Whether you’re tracking competitor prices, auditing SEO rankings, or feeding data into AI models, CAPTCHAs shouldn’t be the bottleneck,” Gabriele Verbickaite, Senior Product Marketing Manager at Decodo, said.

Media Contact

Decodo

*****@decodo.com

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