



Reducing Bounce Rate
& Strengthening
eCommerce Security for a
Healthcare Giant, LinCare

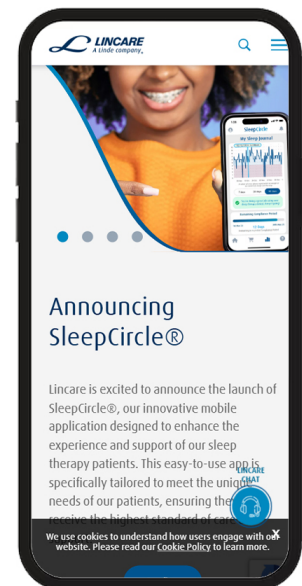
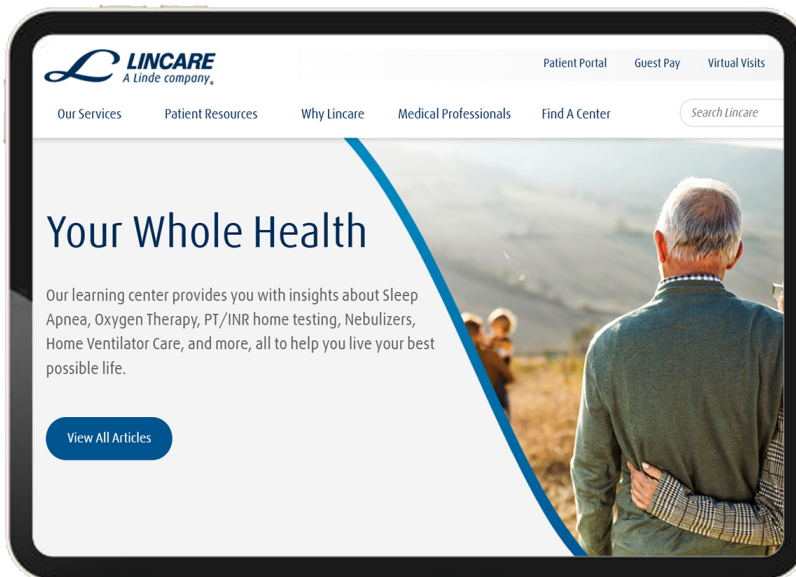
ABOUT LINCARE

Lincare is a leading provider of [home respiratory care](#) and [durable medical equipment \(DME\)](#), transforming how patients manage chronic respiratory conditions from the comfort of their homes. Under the umbrella of the Lincare brand, multiple specialized [eCommerce platforms](#) operate-DME, CPAP, and Go2POC-each tailored to serve distinct patient and caregiver needs.

Their product catalog spans CPAP/BiPAP machines, mobility aids, and home oxygen accessories, catering to both long-term care patients and new users seeking dependable [health tech solutions](#).



www.lincare.com



Scope of Klizer's Engagement

Klizer was brought in to monitor, secure, and optimize the performance of Lincare's DME and CPAP websites. Our partnership was grounded in performance integrity and threat mitigation. Core services included:

- Full-stack **eCommerce traffic monitoring & behavioral analytics**
- **Bounce rate analysis** with tactical remediation to improve site stickiness
- **Bot attack detection** and multi-layered **security upgrades**
- **Sales funnel cleanup** and reporting integrity restoration
- **Infrastructure-level access control**, including IP-level traffic shaping



Key Challenges

Challenge #1: Rising Bounce Rate on DME Platform

In October 2024, Lincare's DME site experienced an unexpected spike in bounce rate, reaching **85.46%**. This wasn't typical behavior, and immediate diagnostic steps were taken.

Root Cause:

Our audit uncovered over **1.4 million hits to a null URL endpoint**, all triggered by internal SEO crawlers. These crawlers were unintentionally degrading engagement metrics and making UX evaluation impossible.

How We Fixed It:

- Blocked specific internal IPs from analytics tracking to eliminate noise
- Implemented **IP-based rate limiting** (10-20 hits/hour per IP) to contain crawler load
- Rewrote bot logic to **target only valid, indexed URLs**

Impact

Within days, bounce rate dropped by 36%, with stabilized post-fix values ranging from 49% to 56%, even during promotional traffic surges. This restored trust in their engagement data and allowed UX teams to act on real signals.



Key Challenges

Challenge #2: Bot-Driven Fake User Signups on CPAP Platform

Lincare's CPAP site was under siege from malicious bots creating **hundreds of fake accounts daily**, resulting in spammy data, resource strain, and potential gateway risks.

Fixing the Problem:

- Encrypted all form fields to reduce sniffing and injection opportunities
- Hardened backend logic, particularly around user validation endpoints
- Deployed **CAPTCHA + bot mitigation** rules with layered enforcement based on user behavior signals

Impact

We achieved a 100% drop in bot registrations. No further fake signups have been observed since deployment. User quality improved drastically, and backend systems became faster and more predictable.

What Changed for Lincare



Bounce rate reduced by **36%**, restoring visibility into actual visitor behavior



Zero fake signups post-security upgrades-**system integrity fully preserved**



Cleaner analytics across both platforms, driving better revenue insights



Backend efficiency improvements led to **faster dashboards** and **clearer reporting**



Leadership gained confidence in site health, enabling more **strategic scaling**

End Result



What began as a reactive engagement turned into a proactive transformation.



We helped Lincare go from inflated bounce metrics and spam-ridden signups to a secure, performance-tuned healthcare commerce ecosystem.



Today, their platforms deliver accurate data, secure transactions, and a scalable foundation equipped to support long-term digital growth in the healthcare space.



Driving Digital Growth for
Manufacturers & Distributors

We take the guesswork out of
ecommerce.

Schedule a consultation call today

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