



# HUMAN Account Fraud Defense

Prevent fake account creation and neutralize new account fraud.

Bad actors create fake accounts to exploit organizations' apps and websites, causing financial and reputational damage. Fake accounts can be used to take advantage of promotional offers such as free trials, post fake reviews, or to test and use stolen credit card information.

Cybercriminals use a number of methods—including bots—to rapidly create large volumes of unwanted accounts. These techniques focus on exploiting the registration process, avoiding traditional defenses that focus on login protection. Modern solutions that monitor the registration process and post-login account activity are required to stop the influx of fake accounts.

## Stop fraud and abuse caused by fake accounts and new account fraud.



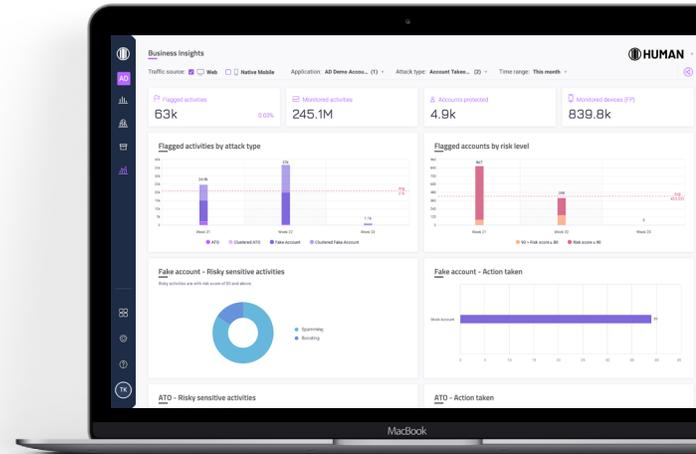
### FAKE ACCOUNTS/NEW ACCOUNT FRAUD CONSEQUENCES CAN INCLUDE:

- Promotion (e.g. free trial) abuse
- Fake reviews
- Spamming
- Fraudulent credit applications/Card fraud
- Information theft
- Coupon abuse

## HUMAN Account Fraud Defense

HUMAN secures against new account fraud with multi-layered defenses at each step of the kill chain. Automated creation of accounts, such as those by bots is detected and neutralized before it can mass create unwanted accounts. HUMAN verifies 20 trillion interactions every week with up to 2,500+ signals parsed through 350+ algorithms to reach a single critical decision - bot or not.

Sophisticated behavioral analysis and machine learning models continuously evaluate accounts post-login to identify suspicious and unusual behavior. If a fake account is identified, automated actions are available to neutralize the account. This safeguards against fake accounts that make it through the registration process.



**"The portal itself and the metrics are absolutely beautiful. During our weekly security review we can dive into the metrics in the dashboard to understand and investigate where attacks are coming from. We really appreciate the customization and granularity of data the portal offers."**

Matt Montreuil, Information Security Officer, Wave

## Benefits for digital businesses

### Block Mass Account Creation

Stop the automated creation of large volumes of unwanted accounts before they can be abused.

### Neutralize New Account Fraud

Detect and neutralize fake accounts that make it through the registration process.

### Reduce Fraud and Abuse

Minimize the effects of fake accounts such as promotion abuse and fake reviews with custom, automated actions.

## How it Works



### COLLECT

Hundreds of non-PII client-side indicators are sent to the detector to determine human versus bot activity.



### DETECT

Machine learning algorithms analyze the normal range for human interactions and correlates with customer defined policies. Anomalies in post-login user behavior are identified.



### INTERVENE

Unwanted bot traffic is blocked according to threat response policies. Risky account behavior is neutralized with automated, custom interventions.



### REPORT

The console features advanced investigation tools and reporting. Quickly understand incident data and share knowledge with template and custom reports.

## The HUMAN Advantage

### Block automated and targeted fake accounts

Stop automated account creation, as well as highly targeted human-led fraudulent activity, with behavior-based detection and machine learning analysis.

### Monitor the account lifecycle

Detect threats from login through post-login account usage, identifying unwanted and suspicious activity wherever it occurs.

### Enforce decisions effectively

Custom mitigation actions allow you to react quickly and decisively to threats in a manner that integrates with your organization's workflow.

### Integrate fast

Utilize key SIEM, CIAM, ticketing, and monitoring integrations.

### Single pane of glass management

Manage all your HUMAN solutions from one console. It's easy to see key details, edit policies, and share knowledge.

## Key Integrations

Edge Integrations (CDN, Cloud)



Application SDK/Middleware



Load Balancers and Web Servers



Serverless and Cloud Frameworks



E-commerce Platforms



## Powered by the Human Defense Platform

HUMAN uses a modern defense strategy to safeguard organizations from digital attacks, fraud, and account abuse. Our solutions increase ROI and trust while decreasing customer friction, data contamination, and cybersecurity exposure. The Human Defense Platform powers an award-winning suite of application protection solutions enabling full visibility and control of your web and mobile applications and APIs.

## About HUMAN

HUMAN is a cybersecurity company that safeguards 500+ customers from digital attacks, fraud, and account abuse. We leverage a modern defense strategy —comprising visibility, network effect, and disruptions—to enable our customers to increase ROI and trust while decreasing end-user friction, data contamination, and cybersecurity exposure. Today we verify the humanity of more than 20 trillion interactions per week across advertising, marketing, e-commerce, and enterprise security, putting us in the pole position to win against cybercriminals. Safeguard your digital business with HUMAN. **To Know Who's Real, visit [www.humansecurity.com](http://www.humansecurity.com).**