Sally Beauty is the U.S. and Canadian brand of Sally Beauty Holdings, Inc., a global distributor and specialty retailer of professional beauty products. Both retail consumers and salon professionals alike frequent its 5000+ stores worldwide and its e-commerce site, sallybeauty.com.

**Problem**

Sally Beauty conducts a significant portion of its business online and processes tens of thousands of credit cards each day. The company noticed significant spikes in card-not-present (CNP) fraud. This cost them thousands of dollars per hour in fees for card pre-authorization, address verification and payment gateway services.

An internal investigation revealed a significant amount of carding attacks were plaguing the e-commerce site. Malicious bots were cycling through stolen credit card data, attempting small purchases to test the validity of each card. While Sally Beauty used Salesforce Commerce Cloud (SFCC), including SFCC’s built-in web application firewall (WAF), the WAF’s rule-based approach fell short when it came to stopping sophisticated carding attacks.

In addition, Sally Beauty was concerned about the growing risk of digital skimming and Magecart attacks. They understood that weaknesses in first- and third-party scripts put them at risk, and manually monitoring script behavior consumed too many resources. The company needed an automated solution to ensure safe online payment transactions and achieve data privacy compliance.
Solution

Sally Beauty recognized that its charges related to fraudulent transactions were an escalating problem impacting the costs associated with payment processing. HUMAN Bot Defender and HUMAN Code Defender addressed the needs of Sally Beauty to develop its strategy for combating carding bots and Magecart threats.

NO INFRASTRUCTURE CHANGES
Bot Defender fit seamlessly into the Salesforce Commerce Cloud platform used by Sally Beauty to combat sophisticated carding bots. The ability to implement Bot Defender without coordinating efforts between application owners and infrastructure providers was a huge plus for the team.

ACCURATE DETECTION
Rules-based technology was known to be insufficient to combat all bot attacks especially with the growing sophistication of bots. Bot Defender was a complete solution with the ability to combat the growing sophistication of bot attacks.

COMPREHENSIVE COVERAGE
The combination of Bot Defender and Code Defender provided a comprehensive solution for bot attacks and addressed the growing concern of Magecart attacks.

Results

Together, Bot Defender and Code Defender protect Sally Beauty from automated attacks and client-side threats.

- **Reduced digital CNP fraud costs**: Bot Defender reduced CNP fraud costs by 97%. By contrast, carding attacks previously cost Sally Beauty over $3,100 per hour in fees alone.
- **Ongoing bot protection without additional overhead**: Sally Beauty was able to stay on top of automated threats, as well as separate malicious bot traffic from good bot traffic.
- **Reduced risk of digital skimming attacks**: Code Defender saved Sally Beauty significant resources by automatically detecting and proactively mitigating potential Magecart threats.

“We can now do what normally takes more than a half a day in a matter of minutes.”
— Ricardo Medina, Information Security Operations Manager

About Us

HUMAN is a cybersecurity company that safeguards 500+ customers from sophisticated bot attacks, fraud and account abuse. We leverage modern defense—internet 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 15 trillion interactions per week across advertising, marketing, e-commerce, government, education and enterprise security, putting us in a position to win against cybercriminals. Protect your digital business with HUMAN. To Know Who’s Real, visit [www.humansecurity.com](http://www.humansecurity.com).