**HUMAN**                                                        **SALLY** BEAUTY

Application Protection Case Study

# Sally Beauty Protects Against Bot and Magecart Attacks

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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.

## Challenge

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 Application Protection addressed the needs of Sally Beauty to develop its strategy for combating carding bots and Magecart threats.

### NO INFRASTRUCTURE CHANGES

Application Protection fit seamlessly into the Salesforce Commerce Cloud platform used by Sally Beauty to combat sophisticated carding bots. The ability to implement Application Protection without coordinating efforts between application owners and infrastructure providers was a huge plus for the team.

### ACCURATE DETECTION

Application Protection uses behavioral analysis, intelligent fingerprinting, and 400+ machine learning algorithms to detect and mitigate malicious bots.

### COMPREHENSIVE COVERAGE

Application Protection provided a comprehensive solution for bot attacks and addressed the growing concern of Magecart attacks.

# Results

Application Protection safeguards Sally Beauty from automated attacks and client-side threats.

- **Reduced digital CNP fraud costs:** Application Protection 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 to stay on top of automated threats, as well as separate malicious bot traffic from good bot traffic.

- **Reduced risk of digital skimming attacks:** Application Protection saved Sally Beauty significant resources by automatically detecting and proactively mitigating potential Magecart threats.

# About HUMAN

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform.