HUMAN

donately

Application Protection Case Study

Donately Fights Fraud and Carding Bot Attacks

Donately is an online donation platform for nonprofits, religious organizations, and social good causes. Founded in 2013, Donately has helped thousands of organizations raise money online with advanced and flexible capabilities and at an affordable cost. Donately processes millions of dollars a month, with more than 1,000 accounts actively raising money at any given moment.

Problem

To avoid fraudulent transactions, Donately blocked activity from locations where they didn't expect user activity, such as Russia and the far east. But then the team started to see much larger numbers of fraudulent transactions coming from their natural territory. In particular, the ratio of fraudulent to legitimate transactions originating from Brazil skyrocketed to 1,000:1. Donately didn't want to block Brazil entirely, so the company realized it needed a bot management solution to prevent fraudulent transactions.

Solution

Donately turned to HUMAN Application Protection, a behavior-based, machine-learning solution that accurately detects and mitigates bad bots on web and mobile apps and APIs.

ACCURATE BOT PROTECTION

HUMAN protection on the checkout page enabled real-time mitigation of fraudulent transactions before they got to the payment service or incurred any chargebacks.

OPEN ARCHITECTURE

Application Protection could be deployed anywhere within the existing infrastructure with no changes required.

ALWAYS-AVAILABLE SECURITY EXPERT SUPPORT

HUMAN offers best-in-class service and responsiveness, fast deployment and 24/7/365 security analyst oversight.

Results

Donately saw a huge drop in fraudulent transactions after implementing Application Protection. The number of fraudulent transaction attempts hitting their servers dropped from 100,000 to around 150 over a three-day period.

Furthermore, Donately saved significant time responding to bot attacks. HUMAN support helped Donately cut the time they spent on dealing with automated fraud, letting them focus on their customers and capabilities.

"Fraud conducted by bots became a real problem for us. The team had to constantly deal with fraudulent transactions, sometimes in the middle of the night. We always made sure to protect our customers' donations, but we realized that we had to get help with solving this problem so we could focus our time on the capabilities we provide them."

— Bryan Shanaver, CEO of Donately

About Us

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.