This leading sporting goods retailer is well-known for offering the best selection of sports equipment from top brands. The company serves more than 7.5 million customers annually through its e-commerce business and 35 stores across the United States.

**Challenge**

The sporting goods retailer noticed an increase in carding attacks, where attackers would validate and use stolen gift card numbers. If bots were blocked too aggressively, human customers would mistakenly be blocked as well. The company needed a solution that could detect the subtle behavioral differences between real human users and the sophisticated carding bots mimicking them.

“The partnership between HUMAN and Salesforce made the implementation extremely easy. We were up and running that same day.”

— Information Security Manager, Sporting Goods Retailer
Solution

The retailer needed an immediate solution to gift card cracking that would be able to integrate with its Salesforce Commerce Cloud (SFCC) storefront. The team chose HUMAN Bot Defender, highlighting the following capabilities:

PROTECTION AGAINST SOPHISTICATED CARDING ATTACKS
Bot Defender uses behavioral monitoring, intelligent fingerprinting and predictive methods to detect and mitigate bad bots with unparalleled accuracy. The solution uses machine learning to analyze hundreds of pieces of user activity data and device behavior to determine whether a user is a bot or not.

EASY INTEGRATION
Bot Defender’s open architecture allows it to integrate any existing infrastructure and technology stack, including SFCC.

USER-FRIENDLY VERIFICATION
Bot Defender uses Human Challenge, a user-friendly alternative to traditional CAPTCHAs. The Press and Hold technology serves proof-of-work and other behind-the-scenes tests to distinguish humans from bots, without impacting customer experience.

Results

Bot Defender was integrated into the retailer’s tech stack within a matter of hours and quickly yielded the following results:

Blocked Bad Bots During Periods of High Traffic
During a recent attack during a high-traffic period, Bot Defender detected and blocked more than 397K malicious requests while allowing over 383K legitimate requests from human customers to proceed without impact. There was also a noticeable improvement in web performance since unwanted bot traffic was being blocked at the edge.

PROTECTION AGAINST SOPHISTICATED CARDING ATTACKS
Bot Defender uses behavioral monitoring, intelligent fingerprinting and predictive methods to detect and mitigate bad bots with unparalleled accuracy. The solution uses machine learning to analyze hundreds of pieces of user activity data and device behavior to determine whether a user is a bot or not.

EASY INTEGRATION
Bot Defender’s open architecture allows it to integrate any existing infrastructure and technology stack, including SFCC.

USER-FRIENDLY VERIFICATION
Bot Defender uses Human Challenge, a user-friendly alternative to traditional CAPTCHAs. The Press and Hold technology serves proof-of-work and other behind-the-scenes tests to distinguish humans from bots, without impacting customer experience.

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.