



Transaction Abuse Defense Case Study

Sporting Goods Retailer Protects Against Carding Attacks

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.

"When we needed a solution for the carding attacks, partnering with HUMAN was a no-brainer. The integration 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 Transaction Abuse Defense](#), highlighting the following capabilities:

PROTECTION AGAINST SOPHISTICATED CARDING ATTACKS

Transaction Abuse Defense 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

Transaction Abuse Defense seamlessly integrated with SFCC.

USER-FRIENDLY VERIFICATION

Transaction Abuse Defense 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

Transaction Abuse Defense 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, Transaction Abuse Defense 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.

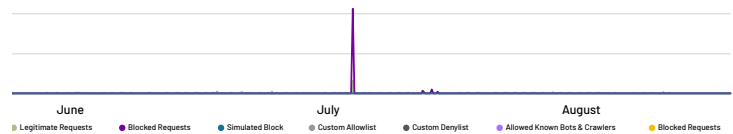


Figure 1: Requests blocked by Bot Defender during attempted carding attacks

Reduced Response Times as Compared to reCAPTCHA

Since switching from reCAPTCHA to Human Challenge, the sporting goods retailer decreased the amount of time users spend on verification pages from 66.09 seconds to 34.85 seconds. This allowed customers to complete transactions faster and had a positive impact on their shopping experience.

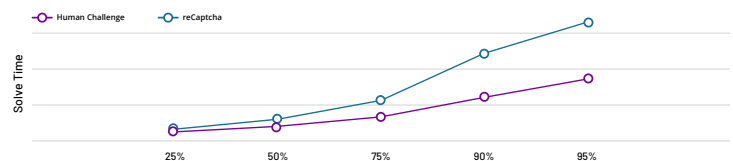


Figure 2: Time spent on Human Challenge versus reCAPTCHA on verification pages

By implementing Transaction Abuse Defense, the sporting goods retailer improved its security posture without negatively impacting customer experience. The company was able to protect against gift card cracking while simultaneously improving its website performance.

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.