HUMAN for Retail and E-Commerce

The Trust Layer for Digital Commerce

Securing your e-commerce web or mobile application is critical to protect revenue, safeguard your assets, and maintain brand reputation. But it cannot come at the expense of user experience and trust.

HUMAN keeps your customers on the path to purchase, and enables trusted agentic commerce while protecting against ever-evolving cyberthreats.

In 2025

46.6%

of AI agent and browser traffic was directed to retail and e-commerce organizations.[1]

HUMAN Addresses E-Commerce Fraud and Abuse

Account Abuse

- Account takeover
- Fake account creation
- Sign up abuse
- Account balance theft

Checkout Abuse

- Agentic commerce
- Carding and gift card cracking
- Promotion and loyalty abuse
- PCI DSS compliance for payment page scripts

Platform Abuse

- Price and inventory scraping
- Scalping and inventory hoarding
- Fake interactions, reviews, and form fills
- Invalid traffic (IVT) and fraudulent ad impressions

Benefits

MINIMIZE FRAUD LOSSES

Stop illicit bot and human activity, cut response and investigation times, and reduce fees and chargebacks.

PRESERVE CUSTOMER EXPERIENCE

Maintain fast performance, with low latency system that validates 95% of human visitors in <2ms.

ENABLE TRUSTED AGENTIC COMMERCE

Allow verified agents to take legitimate actions while blocking spoofed and malicious agents.

[1]HUMAN Research Bulletin: 2026 Retail & E-Commerce Bot and Agent Benchmarks

Case Study

Challenge

Spikes in automated card-not-present (CNP) fraud, which cost them thousands of dollars per hour in fees.

Solution

Sally Beauty partnered with HUMAN to block carding bots and prevent chargebacks.

Result

HUMAN reduced CNP fraud costs by 97%.

SALLY BEAUTY.

"In just one hour of one day, if we had not had HUMAN in place, we would have seen about 34,000 hits on our backend payment processor. That's about $3,100 (in fees) in just an hour."

— Senior Manager of Information Security Architecture and Engineering at Sally Beauty

Key Capabilities



Visibility and Control of AI Agents
Track AI agent activity and enforce action-based controls to enable verified agents while minimizing risk.



Deep Reporting and Insights
Uncover attack profiles, fraud networks, and incident summaries to accelerate investigation and response.



Advanced Bot and Account Security
Neutralize compromised credentials, block bot attacks, and mitigate suspicious account activity.



Adaptive Learning and Extensibility
Integrate first-party data to optimize detection models, react to threat adaptations, and tailor the system to your business goals.



Known Bots, LLMs, and AI Agents Management
Control how crawlers, LLMs, and AI agents interact with your application.



Click Behavioral Analysis
Real-time detection and analysis of both SIVT and GIVT click activity through behavioral pattern recognition.

The Human Advantage

Detection without Blindspots

We verify over 20 trillion interactions weekly across 3 billion devices, connecting global dots to reveal threats others miss across the customer journey.

Intelligence at the Core

Satori isn't just threat intel, it's a team on the front lines. From uncovering global fraud rings to surfacing new attack patterns, every HUMAN decision is powered by real-time insights.

Precision that Performs

>2,500+ signals per interaction. 400+ adaptive models. Decisions in milliseconds. HUMAN turns massive telemetry into high-fidelity decisions you can trust.

HUMAN Security is the global leader in Agentic Trust, the emerging discipline that informs and governs how humans, bots, and AI agents operate online. For more than a decade we help enterprises, platforms, and digital ecosystems verify digital interactions and establish trust across the entire customer journey — from first ad impression to final transaction. Powered by one of the world's largest behavioral signal networks, HUMAN analyzes over a quadrillion digital interactions each year to distinguish legitimate activity from fraud, abuse, and automated manipulation. For more information, visit ***www.humansecurity.com***