

HUMAN Sightline Cyberfraud Defense Case Study

Top Gaming Company Protects Customer Trust and Scales Securely

This innovative sports-tech entertainment company is changing the way consumers engage with their favorite sports, teams and leagues. The organization's portfolio includes products for sports betting, casino, daily fantasy sports and horse racing. A premier gaming destination in the United States, it has **more than 12 million customers and a sports betting presence in 50 states.**

Problem

The organization faced escalating credential stuffing, account takeover, and promotion abuse attempts, particularly during high-stakes sporting events including the Super Bowl and the NFL, NBA, NCAA, PGA and Major League Baseball seasons. Prior tools lacked the layered intelligence, feedback loops, and flexibility needed to stay ahead of attackers and protect both user trust and business performance.

"We seamlessly integrated HUMAN at our platform edge [AWS CloudFront] to ensure maximum protection against automated bot attacks, but also to minimize latency."

— Senior Director, Architecture

Solution

The company deployed [HUMAN Sightline Cyberfraud Defense](#), a full-lifecycle solution to defend against sophisticated bot and human-driven attacks. Comprehensive protection exists across the customer journey, from account creation to login to transaction, blocking threats including credential stuffing, fake account creation, scraping, and promotion abuse.



Accurate bot protection based on behavioral analytics, advanced machine learning techniques and predictive models that blocks a wide range of automated attacks



Seamless integration with AWS CloudFront allowed alignment with HUMAN via an edge Lambda function, preserving page load performance and ensuring low latency



Custom parameters allowed the organization to store specific data points, which was a key differentiator for them



Improved efficiency and optimized use of the company's internal security resources and infrastructure costs



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Helpful customer support available 24/7/365 via Slack, email or phone

HUMAN Sightline's multi-layered architecture helps stop account takeovers that drain user funds and credits, block fake accounts from exploiting signup bonuses, and detect anomalous behaviors at every step of the customer experience.

Results

Enabled full-lifecycle fraud protection to stop cyber threats at every stage, from account creation to transaction, minimizing promotion abuse and ATO risk

Reduced fraud bias by 67%, improving transaction legitimacy and profitability

Maintained security and uptime during key events such as the Super Bowl, Triple Crown Racing, and multiple professional and collegiate sporting seasons

About HUMAN

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We verify that digital interactions, transactions, and connections are authentic, secure, and human. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information, visit www.humansecurity.com