

HUMAN Sightline Cyberfraud Defense Case Study

Sally Beauty Protects Against Bot and Magecart Attacks

Sally Beauty is the U.S. and Canadian brand of Sally Beauty Holdings, Inc., a global distributor and specialty retailer of professional beauty products. Both retail consumers and salon professionals alike frequent its 5000+ stores worldwide and its e-commerce site, sallybeauty.com.

Challenge

Sally Beauty conducts a significant portion of its business online and processes tens of thousands of credit cards each day. The company noticed significant spikes in card-not-present (CNP) fraud. This cost thousands of dollars per hour in fees for card pre-authorization, address verification and payment gateway services.

An internal investigation revealed a significant amount of carding attacks were plaguing the e-commerce site. Malicious bots were cycling through stolen credit card data, attempting small purchases to test the validity of each card. While Sally Beauty used Salesforce Commerce Cloud (SFCC), including SFCC's built-in web application firewall (WAF), the WAF's rule-based approach fell short when it came to stopping sophisticated carding attacks.

In addition, Sally Beauty was concerned about the growing risk of digital skimming and Magecart attacks. They understood that weaknesses in first- and third-party scripts put them at risk, and manually monitoring script behavior consumed too many resources. The company needed an automated solution to ensure safe online payment transactions and achieve data privacy compliance.

"In just one hour of one day, if we had not had HUMAN Sightline 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."

— Lee Tarver, Sr. Manager,
Security Architecture and
Engineering, Sally Beauty

Solution

Sally Beauty recognized that its charges related to fraudulent transactions were an escalating problem impacting the costs associated with payment processing. HUMAN Sightline Cyberfraud Defense addressed the needs of Sally Beauty to develop its strategy for combating carding bots and Magecart threats.



NO INFRASTRUCTURE CHANGES

HUMAN Sightline fit seamlessly into the Salesforce Commerce Cloud platform used by Sally Beauty to combat sophisticated carding bots. The ability to implement a solution without coordinating efforts between application owners and infrastructure providers was a huge plus for the team.



ACCURATE DETECTION

Behavioral analysis, intelligent fingerprinting, and 400+ machine learning algorithms detect and mitigate malicious bots.



COMPREHENSIVE COVERAGE

HUMAN Sightline provided a comprehensive solution for bot attacks and addressed the growing concern of Magecart attacks.

Results

Sally Beauty is safeguarded from automated attacks and client-side threats:

- **Reduced digital CNP fraud costs:** HUMAN Sightline Cyberfraud Defense reduced CNP fraud costs by 97%. By contrast, carding attacks previously cost Sally Beauty over \$3,100 per hour in fees alone.
- **Ongoing bot protection without additional overhead:** Sally Beauty was able to stay on top of automated threats, as well as separate malicious bot traffic from good bot traffic.
- **Reduced risk of digital skimming attacks:** Sally Beauty saved significant resources by automatically detecting and proactively mitigating potential Magecart threats.

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