



HUMAN Sightline Cyberfraud Defense

Fortune 100 Retailer Unifies Security and Marketing to Prepare for Agentic Commerce

Company

With a vast U.S. footprint, this Fortune 100 retailer serves millions of customers through its expansive store network and high-traffic e-commerce platform.

Challenge

As digital commerce has evolved, automation has come to represent a significant portion of internet traffic, driven by everything from malicious bots to AI agents and large-scale scraping. Meanwhile, retailers are investing in personalization, retail advertising programs and AI-driven customer journeys. When automated traffic surged across its digital properties, this company uncovered this wasn't just impacting security, but also its overall business.

Automated traffic diluted marketing ROI, skewed research and personalization signals, and reduced confidence in analytics. Digital and security teams lacked shared visibility. And when AI-driven shopping behaviors emerged, the company realized it needed to distinguish more clearly between human, agentic, and malicious traffic to protect current performance and trust while enabling future innovation.

“The consistency of showing up becomes really important when working with large organizations. Being a strategic partner and thought partner for your enterprise customers is very important – and HUMAN provided that for us, which was fantastic.”

Senior Digital Product Leader,
Fortune 100 Retailer

Solution

After evaluating vendors recognized by Gartner and Forrester, the retailer selected HUMAN based on enterprise credibility, technical simplicity, and its ability to provide deep visibility into automation traffic without adding operational complexity.

The solution was initially deployed within digital channels and has been valuable cross-functionally. HUMAN's capabilities are being integrated into:

- Digital product environments
- Marketing analytics systems
- Real-time personalization and performance engines
- Engineering workflows and enterprise architecture reviews
- Planning cycles for upcoming fiscal initiatives

The customer is planning to use HUMAN's insights to:

- Distinguish human traffic from bots and scraping activity
- Segment agentic discovery from agentic shopping behaviors
- Analyze how automation impacts search and recommendation accuracy
- Provide shared visibility across security, marketing, and digital teams
- Build governance policies around different interaction types

A key differentiator was HUMAN's ability to bring clarity, structure, and momentum to a complex enterprise procurement and AI governance process. HUMAN worked closely with cross-functional stakeholders—including security, digital product, marketing, analytics, engineering, and procurement – to ensure alignment across the organization. "HUMAN did a great job bringing value to life," the customer explains. "One of the things we experienced was how easy it could be – not everything has to be overly complicated or overly designed."

Results

While still early in its broader adoption of HUMAN capabilities, the retailer has already seen meaningful operational and strategic impact. Automation visibility is viewed not just as a defensive security measure, but as a foundational layer for business optimization.

ORGANIZATIONAL IMPACT

The retailer has seen improved alignment between security and marketing, increased visibility into automation patterns, and clearer segmentation across human and agentic traffic, reducing friction around data integrity.

CURRENT & EXPECTED BUSINESS BENEFITS

Greater confidence in data quality, stronger protection of performance and infrastructure, improved marketing optimization, and better governance of emerging AI-driven shopping channels.

Looking Ahead

As agentic AI reshapes how consumers shop, the retailer is preparing to deliver differentiated experiences across human browsing, agentic discovery, and agentic purchasing. By embedding automation signals into marketing systems and integrating HUMAN insights into its advertising platforms, the retailer is expanding visibility and control across digital environments.

About HUMAN

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. Learn more at www.humansecurity.com