

# HUMAN for Retail and E-Commerce

Protect against cyberthreats while preserving customer experience and trust

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

Keep your customers on the path to purchase, even while you safeguard them from ever-evolving cyberthreats.

On average, **27%** of traffic to login pages on e-commerce sites is fraudulent

INDUSTRY CHALLENGES	HUMAN SOLUTION	
<b>Fraudsters gaining unauthorized access to user accounts</b>	<b>ACCOUNT TAKEOVER DEFENSE</b>	Stop login bot attacks, such as credential stuffing and brute forcing
<b>Automated price and product scraping by competitors</b>	<b>SCRAPING DEFENSE</b>	Mitigate scraping bots, while allowing known bots to proceed
<b>Fraudulent purchases on your guest checkout page</b>	<b>TRANSACTION ABUSE DEFENSE</b>	Stop carding, gift card cracking, scalping, and inventory hoarding
<b>Fraudulent use of account balances or stored credit cards</b>	<b>COMPROMISED ACCOUNT DEFENSE</b>	Remediate accounts that have been compromised by bad actors
<b>Promotion abuse and review fraud by fake accounts</b>	<b>FAKE ACCOUNT DEFENSE</b>	Neutralize fake accounts created by fraudsters to abuse apps and websites
<b>Skimming of users' payment data from checkout forms</b>	<b>CLIENT-SIDE DEFENSE</b>	Prevent client-side supply chain attacks, such as Magecart, formjacking, and malicious redirects
<b>Compliance with PCI DSS browser script requirements</b>	<b>PCI DSS COMPLIANCE</b>	Simplify payment page script management in compliance with PCI DSS 4.0
<b>Low quality ad inventory and click activity on retail media networks</b>	<b>ADVERTISING PROTECTION</b>	Protect digital advertising from ad fraud, malvertising, click fraud, and ad quality violations

# 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



### Unparalleled Accuracy

Detect threats using behavioral analysis and 400+ machine learning algorithms; respond to threats with range of actions



### Block Bots the First Time

Edge Sensor blocks bots on the first request, so bad actors can't access or scrape a single page



### Preserve Customer Experience

Low latency Enforcer blocks bots at the edge using out-of-band signals and validates 95% of users in under 2ms



### Mobile SDK and Integrations

Seamlessly integrate with your CDN, cloud, SDK, SIEM, CIAM, ticketing, and monitoring tools



### Frictionless for Real Humans

User-friendly verification challenge is only shown to 0.01% of human visitors, so the buyer journey isn't interrupted



### Single Pane of Glass Management

Access a single console to see key details, edit policies, and generate out-of-the-box and custom reports

# The Human Advantage

## Scale

We verify more than 20 trillion digital interactions weekly across 3 billion unique devices providing unrivaled threat telemetry.

## Speed

Our Decision Engine examines 2,500+ signals per interaction, connecting disparate data to detect anomalies in mere milliseconds.

## Decision Precision

Signals from across the customer journey are analyzed by 400+ algorithms and adaptive machine-learning models to enable high-fidelity decisioning.

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We ensure that every digital interaction, transaction, and connection is 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](http://www.humansecurity.com)