

Application Protection Case Study

Shiekh Shoes Protects Hype Sales and Prevents ATO



Shiekh Shoes sells cutting-edge sneakers and streetwear to an avid base of young customers. Based in Ontario, California, the company has 79 stores around the United States and a multi-million dollar online platform that comprises nearly 20% of the company's revenue.

Challenge

During Shiekh's weekly online releases of hot new sneaker and clothing products, bot operators bombarded the sites with automated attempts to purchase items as quickly as possible, which they would then resell for inflated prices on secondary markets. The spike in bot traffic slowed website performance to a crawl. Users grew frustrated with long page load times and left the site disappointed when bots snagged hot products before real humans had a chance to buy them.

Another problem was account takeover (ATO) attacks; botnet operators bombarded the login page with attempts to access customer accounts in order to validate stolen or leaked credentials. This compromised credit card information and allowed malicious hackers to place fake orders, request fraudulent refunds and returns, or simply sell the validated account information and credit card data on the dark web.

Solution

As soon as it became clear that bots were damaging Shiekh's reputation, forcing customers to seek products from other vendors, and killing performance, the company began to research possible solutions.

Shiekh adopted [Application Protection](#) to stop scalping bots and prevent ATOs.

- Easily integrated with their CDN provider, Fastly, without any code or configuration changes on their origin web servers
- Protects against sophisticated bot attacks using behavior-based, machine learning algorithms
- Accurately predicts whether a user is a bot before Fastly serves a webpage, potentially saving infrastructure costs

"We were very impressed with how responsive the HUMAN and Fastly teams were to get us this protection so quickly and solve our pain before any real damage was done. Since then, the product has performed exactly as we expected, accurately screening bots but not impacting real users. We don't worry about bots on the weekends anymore."

— Denis Ivanov, CTO, Shiekh Shoes

Results

Shiekh implemented Application Protection two days before a major Thanksgiving sale, integrating the solution into their Fastly CDN configuration files in less than one day. Within 24 hours of deployment, Application Protection blocked over 99% of bot visitors.

By reducing bot traffic, Application Protection improved site performance, saved hosting and bandwidth costs, and allowed real human customers an honest chance of purchasing hot products. Shiekh could stop worrying about unplanned outages and instead concentrate on infrastructure improvements and other core initiatives to drive business growth.

About HUMAN

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform.