

## Breaking Down a

2024 Cyberthreat Benchmarks

HUMAN observes more than a **QUADRILLION** digital interactions every year. This is what we learned.

## THE BIG 3



login page visits were account takeover attack attempts



**Carding attacks** 



Customers experienced an average of

scraping attempts

## **INDUSTRY HIGHLIGHTS**

from 2022 to 2023

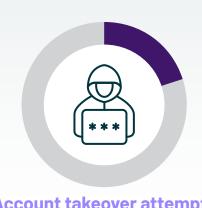


Travel & Hospitality



Scraping attacks more than

doubled YOY



**Account takeover attempts** 

rose 20% yoY



Retail & E-commerce

1 in 4 visits

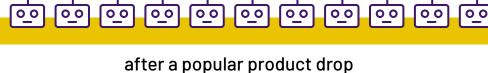
to a site's login page was an account takeover attempt





One retailer saw a

00% increase in bots

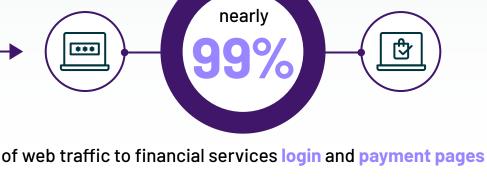




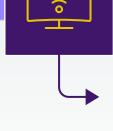
## **Financial Services**

attempts to steal data accounted for

**Account takeover attempts and** 

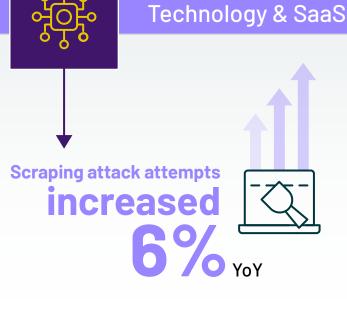


Streaming & Media



of traffic were **scraping attack attempts**,

a significant increase YoY





We make sure attempts don't turn into attacks.

That's how we stop tomorrow's threats.

Not once, not twice. More than a QUADRILLION times a year.