Get Ready for the Holidays: Defend Your e-Commerce Website

HUMAN Security on Google Cloud helps you overcome the holiday sales bad bot surge

E-commerce brands saw **199%** more bad bot traffic on October 25, 2022 than the previous year's average.

Without adequate bot protection, millions of businesses worldwide will face reputational and financial damage from bad bots this holiday season.

Is your business at risk of:
- Chargebacks and lost revenue resulting from fraudulent purchases.
- Lost revenue as bots tie up your inventory.
- Regulatory fines for PCI DSS non-compliance.
- Increased infrastructure costs and latency as bot activity taxes your bandwidth.
- Loss of your business reputation and consumer trust from a fraud incident.
- Poor decision-making based on bad web data from bot activity.
- A distracted team trying to detect bots and respond to security incidents.
- Loss of competitive edge due to bots stealing, analyzing, and reposting your content, pricing, and intellectual property.

HUMAN **Google Cloud**

199% increase

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Don't let the bots win!

MITIGATE HOLIDAY BOT BLUES

The Human Defense Platform adds an extra layer of protection to applications running on Google Cloud by processing advanced behavioral and network signals with machine learning (ML) and threat intelligence to protect your business and customers from automated attacks.

LET US HELP YOU:

DETECT

Finds fraud before it finds you.

The Platform:

Verifies 20 trillion bot-or-not transactions a week.

Identifies vulnerabilities and abnormal behavior to reduce the risk of fraud, account abuse, supply chain attacks, and digital skimming.

DISRUPT

Keep bots out while letting authorized humans in.

The Platform:

Features machine learning algorithms that analyze the normal range for human interactions and flag anomalies in real time.

Analyzes signals and metrics from users to determine if they're human or a bot. As a result, only one in 10,000 users face a CAPTCHA.

DEFEAT

Protects from fraud and account abuse throughout the user journey.

The Platform:

Has multi-layered defenses at each step of the attack chain to stop attacks in their tracks.
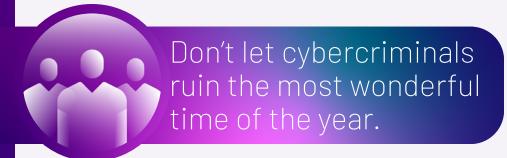
Early warning signals of compromised credentials trigger password re-set.

The Human Defense Platform for Google Cloud

Observes **3 billion** unique devices per month — more than half of all devices on the internet.

Collects over **2,500** dynamic network, device, and behavioral signals parsed through **350 algorithms** to power its industry-leading ability to accurately detect malicious human and bot activity.

Reduces customer attrition with only **1 in 10,000** website visitors having to complete a CAPTCHA — allowing 99.99% of legitimate users to pass without friction.

Don't let cybercriminals ruin the most wonderful time of the year.

Book a demo to see how HUMAN can protect your holiday revenue.

Click to Book

We can accurately tell you: Bot...or NOT.

Powered by over **2,500 signals** and **20 trillion** bot or not decisions weekly, HUMAN provides the world's most accurate bot detection and protection.

... and all it takes is a single line of code to start.