

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

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

Precheck 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.

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. **To Know Who's Real, visit humansecurity.com.**