

Application Protection Case Study

Home Improvement Retailer Stops ATO and Scraping Bot Attacks

Challenge

An online home improvement retailer selling bathroom, kitchen and lighting hardware, appliances, and other supplies had been experiencing automated bots scraping their product data, but they considered it an inevitable part of being an online business. Soon however, the attacks grew in sophistication. Bots not only continued to scrape the site, but also targeted login pages with credential stuffing and account takeover attacks. These attacks were distributed in nature and mimicked real user traffic, with a large amount of unique IPs and high volume of requests coming from each IP. Customers couldn't log in because the retailer's login service was overwhelmed. It was clear that the company's firewalls and other traditional web security controls weren't sufficient to block more advanced bad bots.

"We live in a very dynamic world where threats are evolving and customer expectations are increasing. Having a team that we can rely on that feels like a natural extension of our team has been a big piece of our relationship with HUMAN."

VP of Technology

Solution

The retailer engaged HUMAN to accurately detect and mitigate sophisticated bot attacks. The team chose [HUMAN Application Protection](#) for the following capabilities:



ADVANCED MACHINE LEARNING AND BEHAVIORAL ANALYSIS

Application Protection takes a behavior-based approach to not only identify automated traffic, but distinguish good bots from bad.



EASY INTEGRATIONS

Application Protection seamlessly integrated with the retailer's existing tech stack, including Fastly. There were no changes required or disruptions to performance.



LOW LATENCY

Application Protection blocks bots at the edge to improve latency and website performance. The solution stops sophisticated bot attacks without impacting user experience.

Results

With Application Protection, the home improvement retailer was able to identify behavioral anomalies that marked malicious automated traffic and execute appropriate mitigation actions. The company no longer experienced disruptions in their login service, and they enjoyed better latency and site speed. Best of all, their risk of automated scraping and account takeover attacks was reduced.

About HUMAN

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