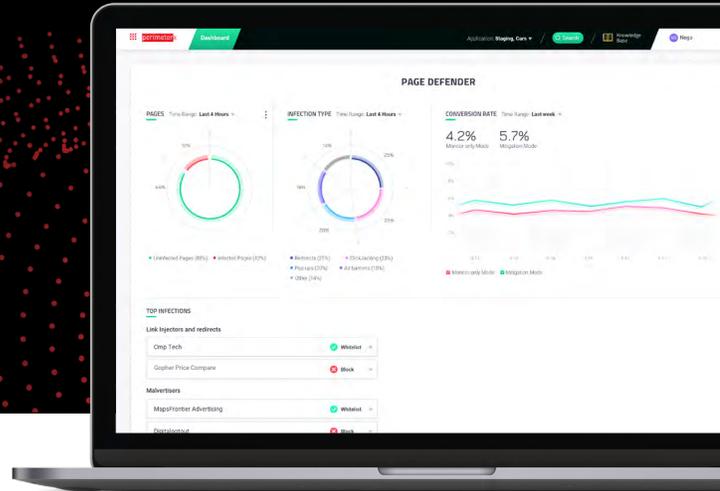


PerimeterX Page Defender



Globally, digital and eCommerce leaders continue to focus on increasing conversion and growing online revenue. While the number of people that shop online continues to grow, so does the number of users on the web whose computers are infected with malware and injections that completely change their experience. In fact, up to 20 percent of visitors to your site experience pop-ups, banners, clickjacks and redirects that negatively impact their experience, their perception of your brand and the revenue to your business. The negative business impact of the malware challenge includes:



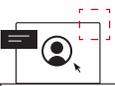
Revenue Loss: By recognizing what your visitors are browsing for, users infected with malware will see competing products, sometimes offered at lower prices. Your effort to convert visitors into paying customers can quickly be defeated with another firm reaping the benefits.



Engagement Loss: Client-side malware has a negative impact on engagement KPIs. Users' time on your site, click-through rates, bounce rates and other performance metrics that are important to help you optimize your visitors' path and grow your business are directly impacted.



Brand Equity and Safety: Malware often presents illicit and unsavory pop-up banners that you don't want on your site. These are displayed without your knowledge and attract negative attention, as well as site and shopping cart abandonment from your visitors.



User Experience: Malware injections use a variety of tricks to grab your users' attention and slow down website load time. These tricks such as elements injected to overlay the buy button create frustration and fatigue that ultimately cause users to leave your site.

Up to 20 percent of visitors to your site experience pop-ups, banners, clickjacks and redirects that negatively impact their experience, their perception of your brand and the revenue to your business.

PerimeterX addresses these challenges with Page Defender, a client-side malware protection solution that prevents the injection of unwanted ads and scripts from redirecting your web visitors, empowering them to complete their intended path to purchase. With it, you can preserve the users' experience on your website, protect your brand reputation and grow your business. Page Defender protects your visitors from thousands of extensions and malware injections while ensuring quick page response times and positive user experience for all of your visitors.

FEATURES AND BENEFITS:



Easy Integration: Using any form of tag manager that you already have or placing it directly into your webpages, the Javascript used by Page Defender can be integrated within minutes. From that point forward, your site and brand are protected.



Virtually No Performance Impact: Page Defender is built to protect your site from malware without a negative impact on performance. You can be assured that it works in a way that ensures quick response times and positive experience for your users.



Flexibility: You decide which injections should be blocked and which should not. Page Defender lets you block negative extensions while maintaining the positive ones.



Automated Learning: Using a real-time update system, Page Defender automatically updates the browser malware database when new malicious extensions and forms of malware and injections are found. You can run your business knowing that as soon as a new threat is identified anywhere, the malware database updates are pushed to all customers.



Protection at Scale: The system is built to scale with your traffic and allows customization and integration across all your web properties. You can install Page Defender across multiple domains without additional overhead or maintenance.

As a digital or eCommerce leader, Page Defender is a solution that helps you:

- Ensure your visitors can complete their intended path to purchase
- Deliver a seamless user experience on your site
- Protect your brand equity and company reputation

Find out more about how to put Page Defender to work for you today to increase conversion rates and uplift site revenue.

Contact PerimeterX at info@perimeterx.com today to learn more.

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