

Leading E-commerce Company

PerimeterX Page Defender blocks client-side browser malware and injections, helping to increase user engagement and brand equity protection.

Problem

When PerimeterX Page Defender was first introduced to the e-commerce company, the magnitude of the browser malware problem was unknown. During the proof-of concept phase, it became clear that the e-commerce company was constantly targeted by a variety of external elements whose goal was to steal their customers and divert them to purchase products on other websites. These client-side redirects resulted from extensions that users installed on their computers, knowingly or unknowingly, and ride-along malware that infected those computers. Users are usually infected when adware and malware are bundled into the software they download from the Internet such as video players and free versions of anti-viruses.

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The source of the browser malware was clearly out of the company's control; however, the end-result was loss of revenue, diminished brand equity, and hijacked customer paths on the website that were unpredictable and led to customer frustration.

Company

This leading e-commerce company sells flowers and gifts online for all occasions so brand security and brand equity are a big part of its success. Every customer is important and metrics like time spent on site, conversion rates and average revenue per user (ARPU) are all critical. However, equally important is the ability to protect its users from malicious and targeted injections and redirects while on its website.

Solution

The CIO of the e-commerce company identified client-side malware detection and blocking as a large concern for the website and sought a solution that could stop it. The CIO noted that “With over 2 million monthly visitors, and a 100 percent guarantee, it was critical to protect our customers from malicious and targeted browser-based injections while not impacting page load times or the browsing experience of users.” The company selected Page Defender because it offered comprehensive blocking of bad scripts and ensured fast response times for all users.

Results

With its easy-to-implement installation, always-on monitoring and an actionable management dashboard, Page Defender gave the company a complete solution in the fight against client-side malware and extensions. According to the CIO, “With Page Defender, we have blocked over 20 million injections in the first year and identified more than 5 percent of our customers as having malware on their computers. By blocking malware, we increased conversion rates by nearly 4.5 percent and time spent on the site by 18 percent for these customers.” In addition, infected users no longer saw unsavory injected advertising on the company site and all users were able to follow the intended path on the site. The CIO concluded, “Page Defender is the perfect solution for blocking ads and scripts so that our valued customers can complete their path to purchase, resulting in better customer experience, increased revenue and positive brand perception.”

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About Us

PerimeterX is the leading provider of application security solutions that keep your business safe in the digital world. Delivered as a service, the company's Bot Defender, Code Defender, and Page Defender solutions detect risks to your web applications and proactively manage them, freeing you to focus on growth and innovation. The world's largest and most reputable websites and mobile applications count on PerimeterX to safeguard their consumers' digital experience. PerimeterX is headquartered in San Mateo, California and at www.perimeterx.com.