

Samsonite

Eliminates Bot Attacks for Better Analytics

Problem

Generating digital revenue and delivering the best brand and online user experience are top priorities for Samsonite's e-commerce team. The e-commerce site is the first window to the brand and focuses on creating the best online experience for a customer from start to finish. The company's focus is to drive revenue-generating initiatives for the digital business, ensuring its targeted buyers through the top, middle and bottom of the marketing funnel stay engaged. In order to tackle these key priorities, the reliance on site analytics and key performance indicators (KPIs) is key to optimize the site and to build data-driven marketing campaigns that will generate revenue and help build the brand.

KPIs are important for any digital commerce site to make effective business decisions. For Samsonite, significant domains were increasing in traffic but conversion rates were not corresponding to the increase in traffic. The KPIs were skewed and therefore, were unreliable for analyzing to strategize or plan for next steps with driving revenue for their online business. Deeper investigation revealed that the skewed metrics were due to heavy bot attacks infiltrating their website.

Bots can skew many KPIs and metrics, including user tracking and engagement, session duration, bounce rates, ad clicks, look-to-book ratios, campaign data and conversion funnel. Samsonite was unable to progress with making important decisions in regards to their website due to inaccurate data. Mounting to the challenge was the fact that each time bot attacks occurred, it was a manual and intensive reactive process. Samsonite was a Yottaa customer for website optimization, and knew it needed to find a solution to address its bot attacks as they started to grow week by week.

Solution

As a Yottaa customer, Samsonite chose PerimeterX Bot Defender® through the recommendation as a solution for Samsonite to address their escalating bot problem.

- **No more skewed data:** Bot Defender filtered out the bot-generated traffic from real human traffic. Bot Defender uses behavioral fingerprinting and machine learning to develop a real-time profile of each visitor to separate bot from human traffic for use in analytics. Samsonite was able to rely on their KPI data moving forward knowing that Bot Defender was able to accurately identify bot traffic.

Company

Samsonite

Samsonite is the worldwide leader in superior travel bags, luggage, and accessories combining notable style with the latest design technology and the utmost attention to quality and durability. The Samsonite brand includes Samsonite, American Tourister, Hartmann Luggage, High Sierra, eBags, Gregory products and other labels. In North America, Samsonite has a direct online retail presence.

“When we dug in, what we found was that there was a significant number of individual domains that were driving traffic to the site without converting. Lo and behold, it was bot traffic. It’s hard to make decisions on inaccurate data.”

Jay Nagrelli, VP of E-commerce

- **No infrastructure changes:** Bot Defender is integrated with Yottaa. For Samsonite, the ability to quickly and effectively implement the solution with no infrastructure changes enabled a seamless approach. It had the assurance of knowing the companies were tightly linked with a proven solution. Samsonite didn't have to worry about coordinating efforts between the two teams.
- **Auto learning:** The biggest concern was eliminating the manual process and being reactive to each attack. With Bot Defender, they had a proactive approach to combating bot attacks with a behavior-based bot management solution that includes the PerimeterX team continually automating updates to defend against the latest bot attacks.

Results

Samsonite leveraged the seamless integration with Yottaa and Bot Defender. Moving forward, they could depend on accurate KPIs to help them continually gain market in the luggage category.

- **Accurate data for business decisions:** With accurate data to work with, Samsonite was able to improve their analytics to make effective business decisions. Samsonite was also able to improve its conversion rates by utilizing the clean data.
- **Operational efficiency:** With Bot Defender, Samsonite could, "Set it and forget it." Bot Defender gave Samsonite peace of mind knowing that they no longer had to worry about managing, detecting or mitigating bot attacks. Resources did not have to be redeployed to help with the bot attacks. They no longer had to manually address each bot attack. Bot attacks were no longer impacting and skewing data. Bot Defender not only helped with better analytics data, but was comprehensive enough to handle all malicious bot activity including carding or account takeover (ATO) attacks.

"We can trust our data and analytics with Bot Defender. With Bot Defender, you just set it and forget it – and have peace of mind."

Jay Nagrelli, VP of E-commerce

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.