Bad Bots and Fraud Are Out of Control

What Can Bad Bots Do?

- Steal login credentials to access your customer payment card information
- Corrupt and skew web analytics data, weakening your website tracking capabilities and customer engagement strategies
- Sabotage sales and inventory to regularly boost scrubber alarms
- Expose intellectual property to weaken your competitive advantage
- Upgrade customer experience to mislead consumer confidence and damage your reputation
- Scraping of Prices and Website Content• Up to 20% of traffic to shopping carts at most retailers is from bad bots• Every day, all day, they steal your price, product and inventory information to gain a competitive advantage
- Account Takeover• 40% - 80% of login attempts are made by bad bots• $9,000,000,000 in losses• 65% increase in account takeovers from 2018 to 2019
- Carding• $1,000,000,000 in losses• 3% of the gift card market is affected by criminals hacking into gift card accounts online• E-gift cards show the highest fraud attempt rate of all products
- Online Fraud• 43% of e-commerce orders in peak months are fraudulent• 11.5% fraud rate for transactions larger than $500• $3.10: Every $1 lost to online fraud actually costs a retailer triple
- Scalping• Bad bots can buy your entire inventory in 2 seconds• Scalpers mark up the initial inventory 50% to 200%• Scalped sneaker resale market in 2017 exceeded $1,000,000,000• Up to 90% of actual checkouts are non-human on hot product sales
- Hoarding• Automated fake shoppers continuously add hot products to shopping carts they never intend to purchase• Frustrates customers• Impacts sales, margin, even stock price
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They Are Attacking Your Website 24/7

Here’s How...

Their Top Threats Against E-commerce

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75% of all retail traffic comes from bots
55% of that traffic is from bad bots

Learn How Your Organization Can Detect, Predict and Prevent Bad Bots, Magecart, and Other Cyberattacks.