

# Top Threats Against E-commerce

## Bad Bots and Fraud Are Out of Control



### What Can Bad Bots Do?

- Steal login credentials** to access your customers' payment card information
- Degrade customer experience** to reduce consumer confidence and damage your reputation
- Expose intellectual property** to weaken your competitive advantage
- Sabotage sales and inventory** to negatively impact revenue and margins
- Corrupt and skew web analytics data** weakening your decision-making capabilities and customer engagement strategies

## They are Attacking Your Website 24/7 Here's How...

#### Account Takeover

- **40% - 80%** of retail login attempts are made by **bad bots**
- **\$5,000,000,000** in losses
- **65% increase** in account takeovers from 2018 to 2019

#### 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**

#### 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**

#### 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

#### Product Page

#### Scalping

- **Bad bots** can buy your entire inventory **2 seconds**
- Scalpers **mark up** their inventory **50% to \$2,000%**
- Scalped sneaker resale market in 2017 **exceeded \$1,000,000,000**
- Up to **90%** of actual checkouts are **non-human** on hot product sales

#### Checkout Page

#### Hoarding

- Automated fake shoppers **continuously add hot products** to shopping carts they **never** intend to purchase
- **Frustrates** customers
- **Impacts** sales, margin, even stock price

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

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Sources: PerimeterX, Forrester Research, Ponemon Institute, Gartner, Javelin Research, Informationisbeautiful.com, 2019 Verizon Data Breach Investigations Report. \*According to 41% of retailers.  
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