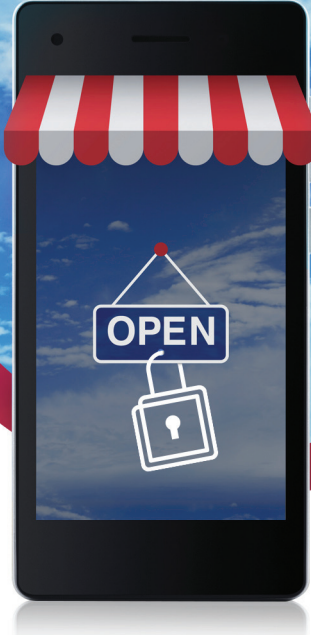
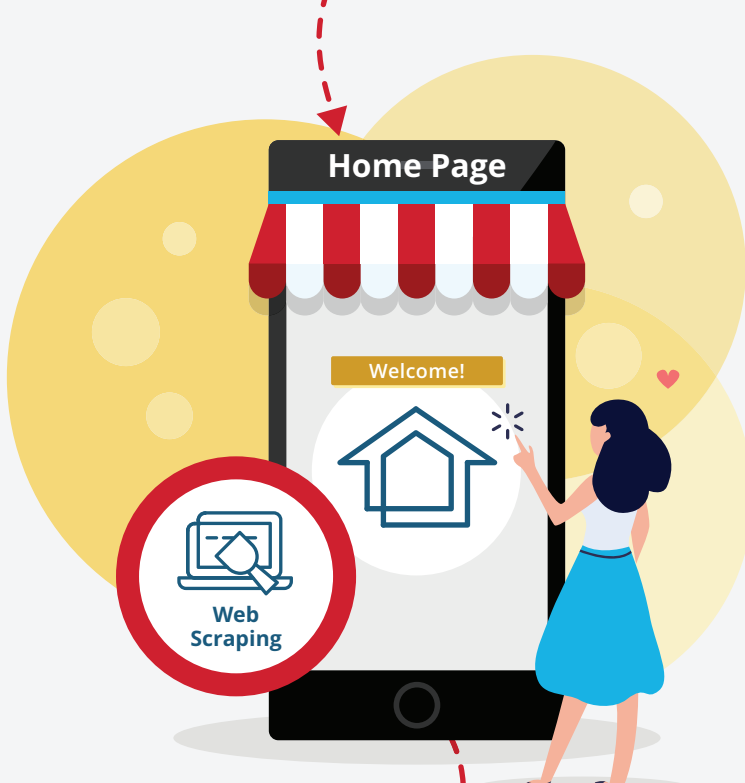


The Top 6 Risks to Your Digital Storefront



The Buyer Journey From Home Page to Checkout

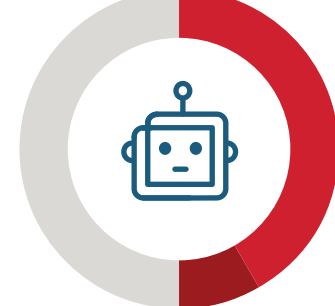


Web scraping bots can take content and data from your home page and product pages, and replicate it on a competing website, **stealing your traffic, customers and your revenue.**



80%
Lost revenue due to bad bots

Bot traffic to any page can **skew analytics**, making your KPIs and metrics unreliable. Most companies do not recognize the problem and **continue making decisions using inaccurate data.**



40-50%
of website traffic comes from bad bots

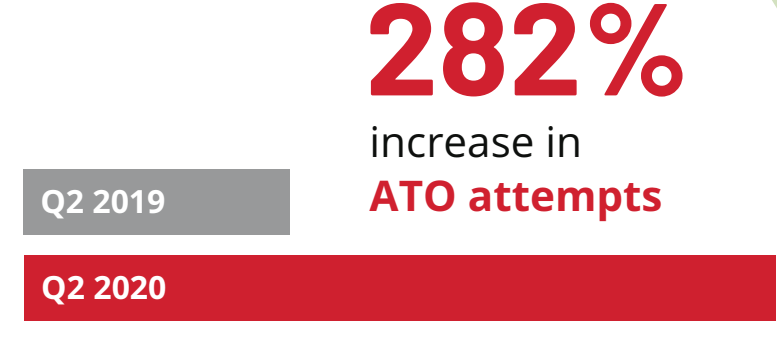


Scalping and hoarding bots attack cart pages, negatively impacting your entire inventory in seconds. This can **frustrate customers, tax your infrastructure and hurt revenue.**



90%
of checkout traffic can be bot-driven in peak sales periods

Login pages are the primary targets for **account abuse**. They provide cybercriminals the ability to **introduce fraudulent purchases, siphon loyalty points and even hijack personal data** using malicious bots.



282%
increase in ATO attempts



Carding attacks use malicious bots to **test stolen credit cards and siphon loyalty points** on checkout pages. **Digital skimming attacks** like Magecart **manipulate your checkout page, skim credit card data and customer PII.**



Expected loss from **card-not-present fraud**
\$130B by **2023**

Ensure a safe digital experience for your shoppers.

PROTECT YOUR DIGITAL STOREFRONT from home page to checkout with **PerimeterX.**



“ In just one hour of one day, if we had not had PerimeterX Bot Defender in place, we would have seen about 34,000 hits on our backend payment processor. That’s about \$3,100 (in fees) in just an hour. **”**

Lee Tarver
Senior Manager of Information Security Architecture and Engineering
[Sally Beauty](#)

See why brands like Sally Beauty and Samsonite love PerimeterX.
Book a demo.