

PerimeterX Launch Day Services

Stop Bot Attacks and Ensure Success for Your Limited Edition Sales

Security, web operations and site reliability teams of leading retailers and e-commerce brands often spend hours combatting the effects of malicious bots. Bots targeting launches for limited edition products like sneakers, gaming consoles and fashion accessories are sophisticated and highly tuned by attackers in real-time to evade defenses. Blocking these bots requires reconfiguring cloud services, dialing bandwidth up and down, tweaking firewall configurations and server capacity, and creating special scripts. Maintaining and tuning the tools and infrastructure required to stop bots on launch day requires multiple full-time employees, and most retailers struggle to keep up and ensure fairness to their customer base. In addition, support teams often have to deal with calls from angry customers and posts on social platforms complaining about the denial of coveted products which hurts their brand reputation.

PerimeterX Launch Day Services

PerimeterX Launch Day Services are specialized managed services for **PerimeterX Bot Defender**® that offload your team from having to manage sophisticated bot attacks during limited release product sales. Rather than bots buying your inventory for subsequent resale - at highly inflated prices - on a secondary site, these services ensure the successful launch of your limited edition products to real customers and deserving fans. Dedicated PerimeterX Cyber Security Analysts (CSA) and researchers apply learnings from across its customer base with specific attention given to your individual needs leading up to and including the day of launch. The research team closely monitors social channels and the deep web, tracking any activity related to the launch. The CSAs operate as an extension of your team to collaborate and prepare for the launch, have eyes on the screen during the launch, review results afterward and apply the learnings to future launches. Launch Day protection can be right-sized based on the annual volume of your limited edition sales events.



The passion and dedication of the PerimeterX team to work through the details has enabled Hibbett to create a fair chance for our loyal customers to acquire limited hot sneakers.



Ryan Besterwitsch, Senior Director of E-commerce at Hibbett Sports

Benefits to Your Digital Business



Protect Your Online Revenue

Increase your customer loyalty, maintain your competitive edge, protect your brand and ensure successful launch day sales.



Improve Operational Efficiency

Enable your team to focus on innovation and growth. Increase team efficiency by proactively mitigating automated bot purchases during limited edition sales events.

How It Works

Pre-launch

CSAs plan for the launch and research bot activity ahead of time. This includes a deep understanding of the launch goals and the specific bots and tools used during similar events.

Launch

The dedicated CSAs and Security Operations Center (SOC) provide real-time oversight. The CSAs also continuously tune the launch day rules to provide optimum performance and ensure fairness to real users.

Post-launch

CSAs prepare and present a detailed report of the launch. They review the results and make recommendations for future events.

The PerimeterX Advantage

Rather than struggling to keep up with the rapid advances in bot technology in-house, relying on the expertise of PerimeterX support and services will ensure that you have comprehensive protection. The PerimeterX team has expertise gained from investigating millions of bot attacks and is well equipped to keep up with and mitigate sophisticated bots. Unlike account takeover (ATO) or carding bots that are active all the time, specialized purchasing bots are only active during the limited edition sales event. Their short-lived activity combined with continuous launch day modifications by their developers makes them harder to detect. Prior to the launch, the CSAs work with you to understand the success factors for limited edition sales including growing revenue, acquiring new customers or increasing customer lifetime value. The CSAs track the key performance indicators of the limited edition sales closely with your team and make real-time updates to the Bot Defender machine learning models to achieve your event goals. Bot Defender is deployed across a wide variety of businesses, all of whom benefit from intelligence sharing; any new capabilities seen in specialized bots will be detected and mitigation improvements implemented instantly. Combining Bot Defender with Launch Day Services will ensure that your loyal customers get the limited edition products they want, helping you increase your revenue and protect your brand reputation without burdening your in-house resources.



PerimeterX has truly operated as an extension of our team and helped us grow the business and protect our brand reputation.



Ryan Besterwitch, Senior Director of E-commerce at Hibbett Sports

About PerimeterX

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.

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