

PerimeterX Hype Sales Protection

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 combating the effects of malicious bots. Bots targeting launches for limited edition products like sneakers, gaming consoles, collectible cards and coins, and fashion accessories are sophisticated and highly tuned by attackers in real-time to evade defenses. Even reCAPTCHA challenges may not be a match for these types of bots.

Blocking 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 focus from multiple full-time employees. The result is that many retailers who use this sales motion struggle to keep up and ensure fairness to their human customers. In addition, support teams often have to deal with calls from frustrated customers and posts on social platforms complaining about the denial of coveted products. All this can hurt a retailer's brand reputation.

PerimeterX Hype Sales Protection

PerimeterX Hype Sales Protection is a specialized offering that takes the sophisticated bot management of [PerimeterX Bot Defender](#)® and pairs it with highly specialized rules to improve how customers experience limited-time sales.

Rather than bots buying your inventory for subsequent resale — at highly inflated prices — on a secondary site, Hype Sales Protection ensures the successful launch of your limited edition products to real customers and deserving fans. The product takes learnings from across the PerimeterX customer base to develop advanced rulesets that address your site and sales requirements in the lead up to and including the day of launch. The research team closely monitors social channels and the deep web, tracking potential attacker and hype sale bot maker activities.

Ensure Real People Get Your Products

Hype Sales Protection now features Hype Sale Challenge, another innovation to make sure real people, not bots, get your limited edition products. Served instead of CAPTCHA challenges, Hype Sale Challenge provides a user-friendly way of weeding out bot traffic while enabling your site to handle traffic surges. By collecting additional signals during limited-release sales events, Hype Sale Challenge separates and verifies traffic. It then sends legitimate human customers to your site to complete their purchase. Unlike many legacy tools, Hype Sale Challenge shifts the focus



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



Build Customer Engagement

Increase your customer loyalty, maintain your competitive edge, protect your brand and ensure successful limited release sales.



Improve Operational Efficiency

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

from blocking bots to allowing humans through. This gives your users a seamless experience, leads to a much higher conversion rate and delivers happier human customers. This allows you to:

- **Isolate traffic:** Separate hype sale-related traffic from regular traffic, and enforce additional, aggressive detections only on users trying to purchase limited-edition items.
- **Improve user experience:** Avoid frustrating human customers with CAPTCHA challenges by introducing Hype Sale Challenge as part of the purchase flow, giving customers a familiar waiting room feel.
- **Optimize your infrastructure:** In order to handle surges that often accompany hype sales, you can use Hype Sale Challenge to throttle traffic and prevent your site from going down while also providing a seamless customer experience.

How It Works

Pre-launch

Hype Sales Protection puts in place highly specialized rulesets that are executed immediately prior to launch, to minimize their visibility to the threat actors who configure and use bots. These are tailored to your site's traffic patterns and purchase flow.

Real-time monitoring

During your sales event, advanced machine learning and behavioral analysis stay ahead of bot-driven disruptions. Human visitors will be presented with alternatives to reCAPTCHA to ensure that true buyers complete their transactions.

Analysis and reporting

At the end of your sales event, Hype Sales Protection provides feedback on anomalous activity. Rulesets can be modified to support improvements for future events.

The PerimeterX Advantage

Hype Sales Protection harnesses the power of Bot Defender, whose algorithms draw on a combination of fingerprinting and behavior-based and predictive methods to detect bots and stop hyper-distributed attacks. 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 modifications by their developers makes them harder to detect.

When you consider that certain retailers' traffic is made up of 90% bot traffic, eliminating the threat of bots has a significant impact on infrastructure load and costs. Additionally, the product is designed to support and integrate with your IT stack and endpoints. PerimeterX offers integrations with numerous load balancers and CDNs, while the product can secure your web and mobile applications as well as your API endpoints.

About PerimeterX

PerimeterX is the leading provider of solutions that protect modern web apps at scale. Delivered as a service, the company's Bot Defender and Code 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.



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



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