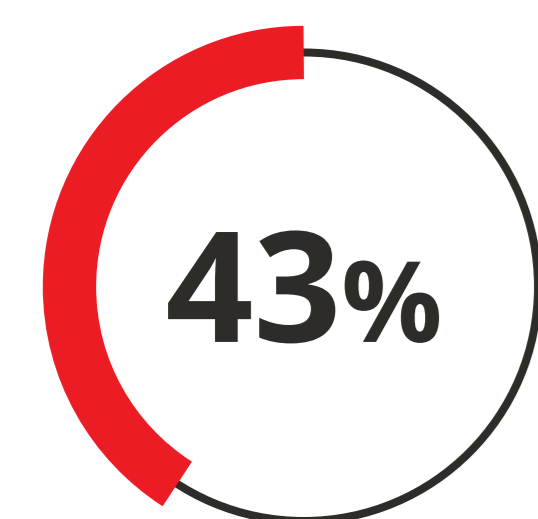


8 Top threats against eCommerce

Bad Bots and Fraud are **Out of Control**

Malicious Bots Drive Online Fraud

And the cost is high



of e-commerce orders in peak months are fraudulent



fraud rate for transactions larger than \$500

\$3.10

every \$1 lost to online fraud actually costs a retailer triple

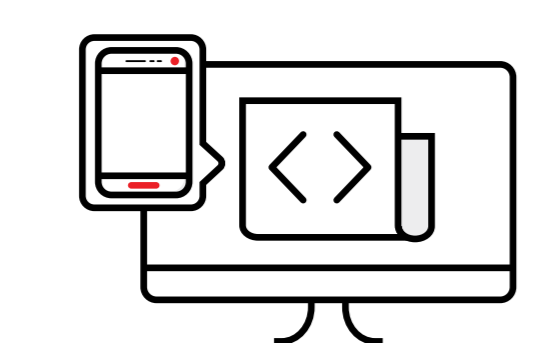
Mobile Attacks

400% increase in bot attacks launched from smartphones

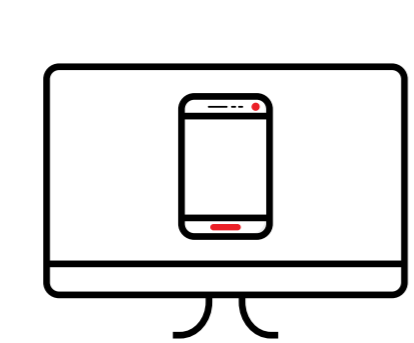


Even top-rated apps have little or no protection built in

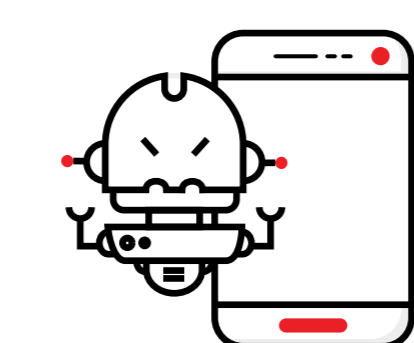
The main methods of mobile attack are:



Impersonation



Emulation



Automation

Account Takeover Explodes

3x \$5.1B

increase in number of attacks in 2017

in losses

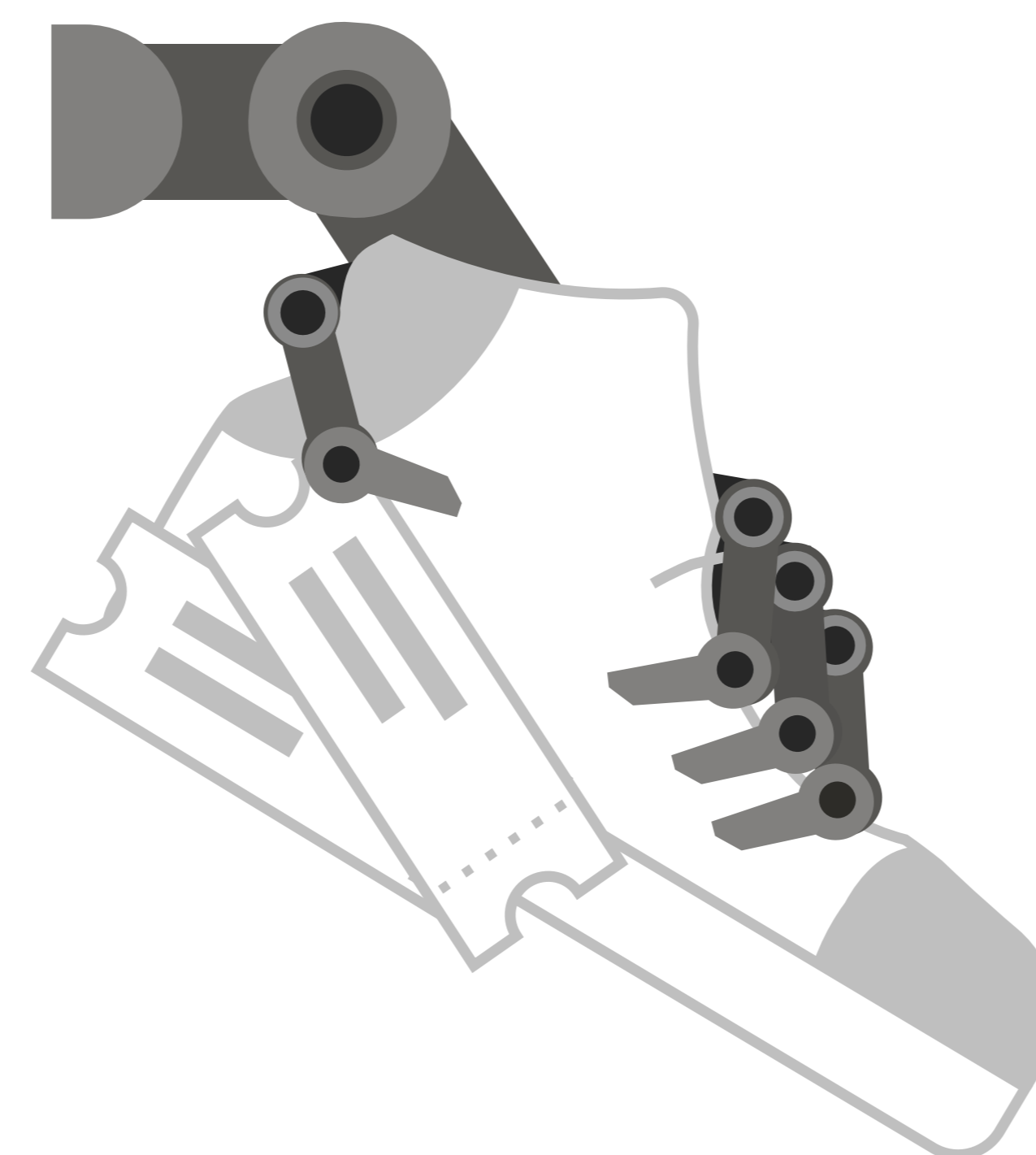
Driven largely by advanced, predatory

"Stealth" Bots

that hijack customer accounts, then commit fraud and sabotage a retailer's customer relationships

Scalping Bots

buy your entire inventory in 2 Seconds



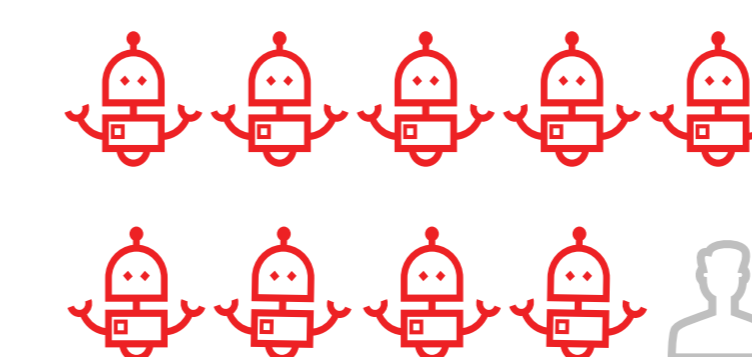
Scalpers mark up their inventory 50% to 2,000%



Scalped sneaker resale market in 2017 \$1 billion plus

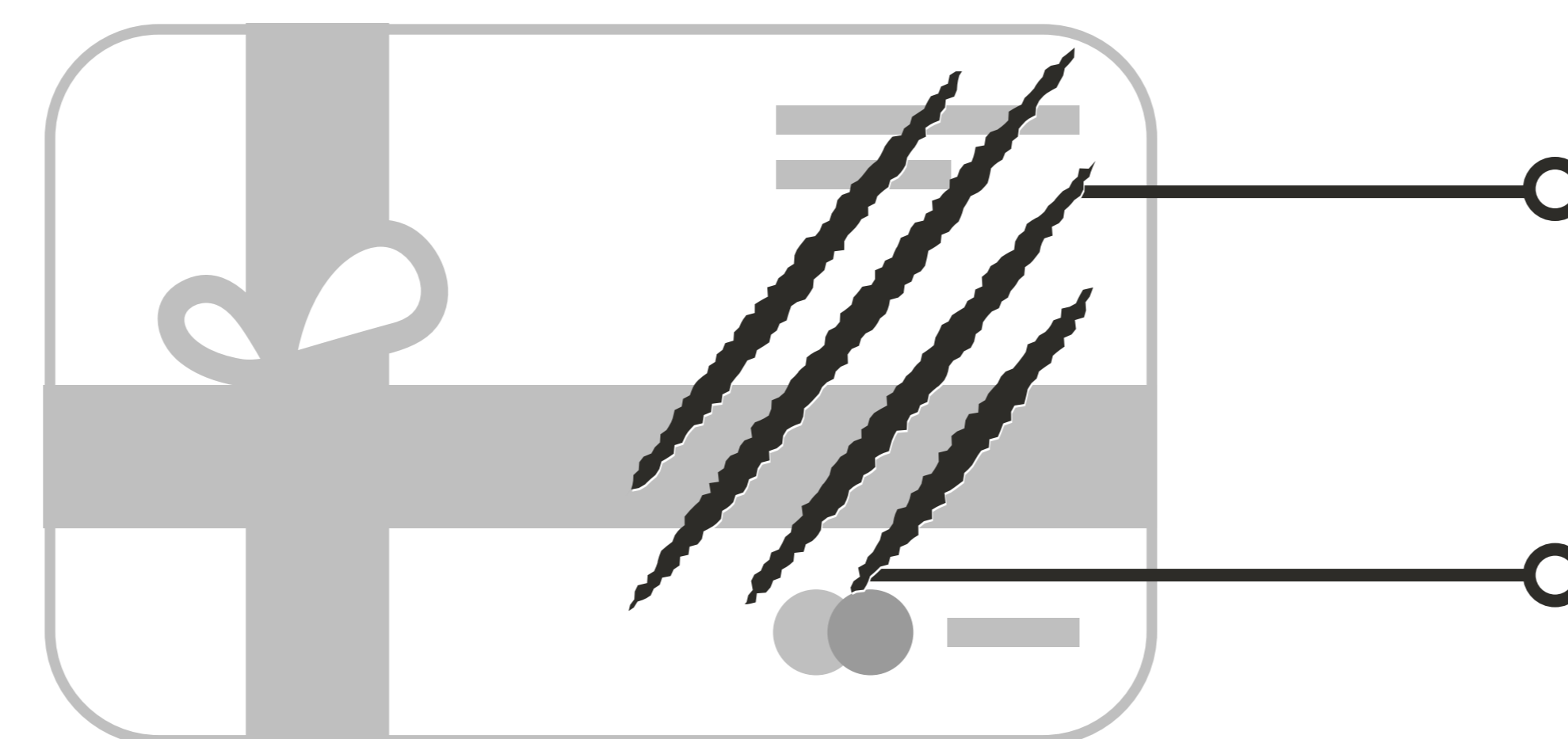


Up to 90% of actual checkouts are non-human on hot product sales



E-Gift Card Fraud

\$1,000,000,000 in Losses



Roughly 3% of the entire gift card market

E-gift cards show the highest fraud attempt rate of all products

Scraping of Prices and Website Content

Scraping Bots are up to

20% of traffic



to shopping carts at most retailers. Every day, all day, scraping bots steal your price, product and inventory information to get a competitive advantage over you

Ads Under Attack

\$19 Billion in Fraudulent Ad Activity



9% of total digital advertising spend, down the drain, due to fake clicks

Bots simulate clicks, mouse movement, and social network activity in response to ads

We are over 50% of web traffic

