How a Global Footwear Company Managed 100X Increase in Flash Sale Traffic and Fought Fraud with Kasada

Profile

- Publicly traded global manufacturer and distributor of footwear with sales in 80 countries. Annual revenue in excess of $1 billion. Significant eCommerce presence

- Senior Director of Technology and team were battling bots - particularly during flash sales and events with celebrities

- Attempted mitigation with various products and services as well as custom coding – all with limited results. Wanted to stop playing a "cat and mouse" game with bot-based spikes in traffic, server crashes, web scraping, and gift card number guessing

- Introduced to Kasada in early 2021. Conducted a one-month POC and immediately moved to full production

Outcome

- Worked closely with the Kasada team to drive a fast and efficient implementation of Kasada's cloud-based service. Minimal changes to the infrastructure and no noticeable impact on the user experience

- With Kasada in place, able to manage flash sales with up to a 100X increase in web traffic. Previous distributed denial of service (DDoS) during flash sales essentially eliminated

- Kasada's dashboard provides valuable visibility regarding bot detection and mitigation as well as eCommerce site performance. Information gathered also shared with the fraud team (e.g., attempts to use stolen credit card numbers)

- Future plans include pulling Kasada data into monitoring tools and producing customized reports

Senior Director of eCommerce

"Kasada has been instrumental in the success of our highly visible flash sales"

"Implementation was super easy – we especially liked the team and experience they provided, particularly compared with other companies we've worked with"

"Our company has greatly benefited from the increased visibility of bot-based activities provided by Kasada"