# kasada

CASE STUDY

# Vast Visibility Achieves Online Traffic Integrity with Kasada

How an innovative InsureTech company swiftly mastered web traffic issues on its high-performance online comparison platforms with the help of Kasada

# vast:visibility

## ABOUT OUR CUSTOMER

Visibility builds branded online comparison platforms featuring high-converting funnels for motorcycle, car, van, camper, trailer, RV, motorhome, and home insurance products.

Currently writing more than £160m [$200M USD] in annual premium income for its partners, the company built The Bike Insurer, the first motorbike insurance comparison platform in the world, and now provides solutions for some of the UK's biggest insurance comparison brands, brokers and insurers.

## THE PAIN:
## The High Cost of Bad Bot Traffic

Vast Visibility was facing various cyber challenges. Automated quotes were diverting valuable compute resources from authentic users and hindering meaningful A/B testing. High-velocity scraping was causing powerful IP to be leaked and reverse-engineered, and mitigation costs were rising.

"We all obsess about funnels and conversion; then we throw a brick wall in the middle. Intrusive, latency-inducing solutions place the burden of bot detection on your customers: 'Prove you're human by clicking on traffic lights.' That's not a great user experience. With other solutions we'd tried, the cost of finding bots, identifying their behavior, and blocking IPs at the firewall, only to see them return under a new guise, was no longer viable." - Phil Wilding, Chief Executive Officer

> *Sending bots down any route we choose once they are identified is the best bit, an unexpected benefit. With the Kasada team, once the bot noise was removed, we also uncovered human abuse patterns and were able to manage price checkers and IP scrapers. Getting a quote on our platforms lets users see prices from nearly the whole market. If someone is scraping our data, it's because they have a commercial need for it, and ought to be purchasing API access. Now we can elect to send scrapers down a different path, directing them to a page displaying our commercial enterprise data team contact details. Kasada's reverse proxy method enabled us to turn a negative situation into a revenue opportunity."*

**— PHIL WILDING, Chief Executive Officer, Vast Visibility**

## THE SOLUTION:
## Kasada Online Traffic Integrity Solution

Vast Visibility needed to eradicate the bot problem from its platforms. The challenge was to ensure a solution that would free up analysts' time without hampering the end-user journey or compromising platform throughput and revenue. With Kasada, after running POC tests, Vast Visibility was able to swiftly address multiple issues, and did so within Kasada's typical 30-minute time to value.

"We chose Kasada for its technology and team. The non-invasive, set-it-and-forget-it solution does exactly what it says it does, right out of the box, in the simplest way we've seen. The process was enjoyable, and the Kasada team was superb—easy, relaxed, and efficient. They understood our issues and were invested in getting to the bottom of the problems we faced."

"It was Kasada's claim of long-lasting protection by exhausting bot CPU resources that brought us to Kasada in the first place. Putting the battle on more even ground by rendering the cost of the attack higher than the value of the prize makes bad actors think twice. This has preserved our server and compute capacity for service delivery. It's common knowledge that page-load speeds massively affect conversion. We have directly seen the improvement in that area."

## THE GAIN:
## Vast Visibility realized immediate and long-term results and cost savings with Kasada, which:

- Provided invisible, long-lasting protection against malicious online attacks
- Reduced total cost of ownership (TCO) from full-time equivalent (FTE) to one hour per week with Kasada's managed service
- Reduced false positive rate to 0 by customizing platforms for human use only

> *After a successful first year with Kasada on our core sites, we aim to roll it across our 100-site estate. Set up is straightforward, easily repeatable, and the architecture invisible, keeping authentic users running through the funnel, and enabling us to understand our true funnel metrics in a much cleaner way."*
>
> — **PHIL WILDING, Chief Executive Officer, Vast Visibility**

- Enhanced end-user experience by eliminating need for latency-inducing legacy triage methods
- Increased conversion rates by eliminating synthetic traffic that would never convert
- Improved user experience by reducing page-load time, thereby increasing time on page
- Preserved server and compute capacity for service delivery
- Blocked automated and human price scrapers from the first page load request.
- Exhausted bot CPU resources by rendering cost of the attack higher than the prize
- Decreased automated quotes from 5-10% of quotes to 1% whitelisted traffic
- Improved ROI by reducing IT infrastructure expenses and marketing spend.
- Improved quality of online traffic analytics and enabled true, cleaner funnel metrics

## More About Kasada's Online Traffic Integrity Solution

Kasada protects companies against the damaging, often underestimated effects of malicious automation across their web, mobile, and API channels. Unlike other vendors, Kasada uses dynamic cryptographic challenges to frustrate bot operators with a high level of efficacy, while providing a seamless digital experience for customers and end-users.

**About Kasada**

Kasada provides the only online traffic integrity solution that accurately detects and defends against bot attacks across web, mobile, and API channels. With Kasada, internet control and safety are given back to human beings by foiling even the stealthiest cyber threats, from credential abuse to data scraping. The solution invisibly stops automated threats while inflicting financial damage to attackers, destroying their ROI. With the ability to onboard in minutes, Kasada ensures immediate and long-lasting protection while empowering enterprises with optimal online activity. Kasada is based in New York and Sydney, with offices in Melbourne, San Francisco, and London. For more information, please visit www.kasada.io and follow us on Twitter, LinkedIn, and Facebook.